



Special Independent Features

First in style and beauty

First to present 30-inch wide plaster patterns

First in quality at a low price

The first guaranteed wall paper

Non-fading, color fast wall paper

First to give 24-hour service

Guaranteed Savings on Guaranteed Wall Papers

We positively know that Independent Wall papers cannot be underprized and that you save at least 1/3 to 1/2 of what you would pay at the regular wall paper store.

If you can buy similar quality wall papers anywhere else for less than the Independent price, we will refund the amount of your entire order.

This is the first time in American wall paper history that such an offer has been made.

INDEPENDENT WALL PAPER Co.

Pittsburgh, Pa. · 634 · SMITHFIELD STREET · 634 · Pittsburgh, Pa.

PITTSBURGH, Pa. (North Side) 106-108 E. Ohio St.

HOMESTEAD, PA. BR. 225 East 8th Ave. 712

BRADDOCK, PA. 712 Braddock Ave.

BUFFALO, N. Y. 643 Main St. 1044 Broadway

PITTSBURGH, PA. (East Liberty)
5933 Penn Ave.

McKEESPORT, PA. 510-512 Walnut St. 542

542 Fifth Ave.

PITTSBURGH, PA. (South Side) 1713 Carson St.

NEW KENSINGTON, PA. 421 Ninth St.

ERIE, PA. Commerce Building

The New Inde-Zinc Guaranteed House Paint



PAINTS

Page 1

INDEPENDENT WALL PAPER CO.

Independent Fashion Borders

Only at the INDEPENDENT can you secure such style and beauty in borders at so low a price. The world's best wallpaper artists have produced the beautiful new colors and modern designs seen below. All of the narrow borders shown here will make attractive frames for panel papering.

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1 31W2256 (shown above). Border 3½ inches wide, to match Pattern Page 9. Per yard8c	12 31W2194 (shown above). Border 23/4 inches wide, to match Pattern Page 34. Per yard7c	23 31W2220 (shown above). Border 3 inches wide to match Pattern Page 22. Per yard
经 国际的国际的	A STREET STREET	000000000000000000000000000000000000000
2 31W2254 and 31W2232 (shown above). Border 3½ inches wide, to match Patterns Pages 10 and 19. Per yard8c	3 inches wide, to match Pattern Page 43. Per yard	24 31W2216 (shown above). Border 2½ inches wide to match Pattern Page 24. Per yard
V=(=>=>)7.NE	W CONTROL	THE RESERVE THE PROPERTY OF TH
4 31W2214 (shown above). Border 3 ½ inches wide, to match Pattern Page 25. Per yard8c	14 31W2250 (shown above). Border 3½ inches wide, to match Pattern Page 12. Per yard	25 31W2212 (shown above). Border 3 inches wide to match Pattern Page 26. Per yard6c
a laste Later		S STEEL STEEL
5 31W2206 (shown above). Border 3½ inches wide, to match Pattern Page 29. Per yard8c	15 31W2236 (shown above). Border 2¾ inches wide, to match Pattern Page 17. Per yard	26 31W2208 (shown above). Border 3 inches wide to match Pattern Page 28. Per yard
A ME TO SERVE	Total years and the second sec	(1) 对一个人的
6 31W2252 (shown above). Border 4 inches wide, to match Pattern Page II. Per yard	16 31W2222 (shown above). Border 3½ inches wide, to match Pattern Page 21. Per yard	27 31W2196 (shown above). Border 3¾ inches wide to match Pattern Page 33. Per yard
《		Di Contrato de Con
7 31W2248 (shown above). Border 3½ inches wide, to match Pattern Page 13. Per yard	17 31W2218 (shown above). Border 3½ inches wide, to match Pattern Page 23.	28 31W2184 (shown above). Border 3 inches wide to match Pattern Page 36. Per yard
THE STATE OF THE S	Per yard	PETROLET WINDOWS
8 31W2240 (shown above). Border 3½ inches wide, to match Pattern Page 15. Per yard	18 31W2210 (shown above). Border 3½ inches wide, to match Pattern Page 27.	29 31W2176 (shown above). Border 3 inches wide to match Pattern Page 40. Per yard
《中华》《李文·新代本诗	Per yard	A STATE OF THE PARTY OF THE PAR
9 31W2238 (shown above). Border 3 3/4 inches wide, to match Pattern Page 16. Per yard	19 31W2182 (shown above). Border 3 inches wide, to match Pattern	30 31W2172 (shown above). Border 334 inches wide to match Pattern Page 42.
The same of the sa	Page 37. Per yard	Per yard6c
10 31W2234 (shown above). Border 3 inches wide, to match Pattern		THE REPORT OF STREET
Page 18. Per yard7c	20 31W2180 and 31W2166 (shown above). Border 3 inches wide to match Patterns Pages 38 and 45. Per yard	31 31W2168 (shown above). Border 3 inches wide to match Pattern Page 44. Per yard6c
	The state of the s	The second second
11 31W2198 (shown above). Border 53/4 inches wide, to match Pattern Page 32.	21 31W2174 (shown above). Border 3 inches wide to match Pattern Page 41.	32 31W2204 (shown above). Border 4 inches wide to match Pattern Page 30.

We Pay the Postage We Pay the Freig

Per yard6½c

3 inches Page 41.

4 inches wide to match Pattern Page 30.

Per yard

Independent Style Borders

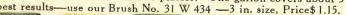
Here we show the advanced styles of borders and decorations for 1931. Note the very low prices. The border is the attractive, inexpensive and artistic finish for your room. Use it wherever possible. Compare our prices with those regularly quoted elsewhere and note the big savings we make you.



the Postag Pay the Freight

A Super Quality Enamel for All Interior Purposes

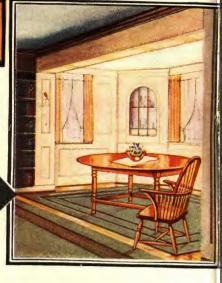
NDEPENDENT Interior Gloss Finish is an oil paint with an enamel finish, that is remarkably serviceable for it withstands the hard usage in the kitchen, pantry and bathroom or any place where a full gloss finish is desired. Its hard smooth surface resists soiling and is easily cleaned. May be used on either wood or plaster. One gallon covers about 300 square feet two coats. For best results—use our Brush No. 31 W 434—3 in. size, Price\$ 1.15.





73 Buff

White



31 W 491

1	Pint	en En
1	Quart	φυ.5U
1	Gallon	.85
•	Guiloit	3.15
	III D D	

We Pay Postage

Ivory

72

Green

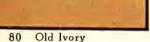
DRIES HARD IN SHORT TIME

THIS new Enamel has met the instant approval of housewives. It saves hours and even days of drying time, which means it is no longer necessary to lose the use of a chair or floor for a day or two while waiting for the paint to dry.



EASILY APPLIED

HOUSEHOLD articles, floors, furniture and all kinds of interior woodwork can be finished with this 4-Hour Enamel—and at the end of that time be ready for use. Anyone can apply it if directions on the can are followed strictly. The chairs of colors is most attractive. choice of colors is most attractive.



French Gray

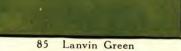
88 Shanghai Red

90 Russet



81 Cream

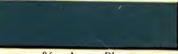
70 Blue



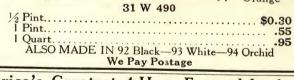


91 Orange

Goldenrod 82



Azure Blue



America's Greatest 4 Hour Enamel for furniture, floors, automobiles, toys and woodwork. Use it anywhere, inside or outside. No Unpleasant Odor



Tan



4 Hour Varnish Stain Dries in 4 Hours

31 W 483

1 Pint\$0.50 1 Quart

We Pay Postage

DEPENDENT 4

À COLORED VARNISH



20 Light Oak





22 Cherry Discontinued





24 Walnut



Ground (Flat)





58 Slate





INDEPENDENT **Special House Paint**

Be Sure to State Color and Number Wanted

Your Choice of Seven Colors and White. S209—Ivory S134—Blue Grey S2—Cream S14—Buff S8—Azure Blue S18—Brilliant Green S1—French Grey S230—White 31W706

Quantity

 Quantity
 50-Gallon Barrel, per Gallon. Shp. Wt. 750 lbs.
 \$1.73

 25-Gallon Barrel, per Gallon. Shp. Wt. 375 lbs.
 1.80

 5-Gallon, per Gallon.
 Shp. Wt. 75 lbs.
 1.85

 1-Gallon
 Shp. Wt. 15 lbs.
 1.95

 1-Quart
 Shp. Wt. 4 lbs.
 .55

Barrels shipped promptly from paint factory near Pittsburgh; all other sizes from Pittsburgh store.

Extra large opening on top of barrel, making it easy to

stir thoroughly. Your savings are greater on barrel ship-

Freight NOT Paid

OUR GUARANTEE

We will refund your money or send you a new shipment of paint—if for any reason, you are not satisfied with Independent Special Brand House Paint.

How to Order

INDEPENDENT House Paint

To find the number of gallons of Independent Paint you will need, determine the number of square feet of surface to be painted by multiplying distance around building in feet by the height in feet. Do not deduct for windows and doors. Then figure your needs as follows: as follows:

For Painted Surfaces in Good Condition

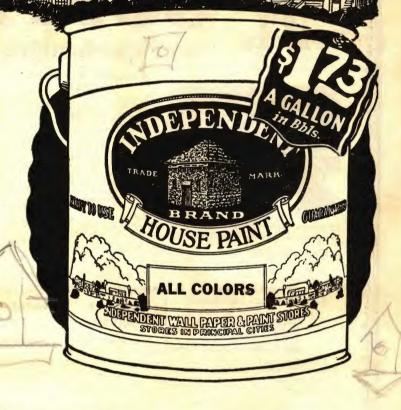
Divide the number of square feet by 250 or 300 (the number of square feet of surface one gallon Independent House or Barn Paint will cover two coats) depending on the condition of the surface.

For Old or New Unpainted Surfaces or Old Painted Surfaces Badly in Need of Paint

Divide the number of square feet by 200. All such surfaces must first be given a priming coat consisting of one to two quarts of raw linseed oil added to each gallon of paint.

Allow Extra for Trimming

Allow one extra gallon for every four gallons of body paint.



Look for Actual Color Chart on Page 1

White Damar Varnish

(Transparent) 31W496 1 Gallon 3.55 We Pay Postage

Orange Shellac

31W486 1 Pint**\$0.55** 1 Quart 1.00 We Pay Postage

4-Hour Valspar Varnish

31W509 Pint\$0.65 Pint 1.05 Quart 1.85 We Pay Postage

Duco Linoleum Finish

Clear as Glass 31W501 1 Pint\$1.00

1 Quart 1.85
We Pay Postage

Independent Kalsomine

31W487 Colors: Sky Blue, Nile Green, Grey, Buff, Rose, Tan, Yellow, Cream, Ivory and White.

Clear Shellac Compound

31W484 1 Pint\$0.60 1 Quart 1.05 We Pay Postage

Quick-Drying
Varnish

31W524

1	Pint\$0.65						
1	Quart 1.20)					
1	Gallon 3.90	,					
We Pay Postage							

Paint & Varnish Remover

31W504

1	Pint\$0.35
1	Quart65
	We Pay Postage

Extra Durable Floor Varnish

31W482 1 Pint\$0.55 We Pay Postage

Do Not Confuse Independent Special House Paint with Our Master Painters' Inde-Zinc House Paint [Page 1]

The Independent has never sacrificed quality for price and when we tell you that this is the very best paint at this price that you can buy-that's just what we mean. However, the exceptional and guaranteed quality of our Master Painters' Inde-Zinc House Paint is nationally known-and while you are assured satisfaction from the Special Brand-you will be doubly protected by the former, which carries with it the world famous guarantee that we will furnish new paint and re-paint your home if, for any reason, you are not satisfied. Could Anything be Fairer?

See Page 1 for Colors and Descriptions

Machine Made Oil Opaque Shades

The kind for which you have been paying much more than priced here. For your own home we recommend these shades in preference to the low priced water color cloth shades, because they will give better service. Each shade is packed complete with brackets, nails, slat, and nickel ring pull. Furnished in the following colors: Dark green, buff, cream, drab, tan, olive green and white. Width Length Each 36 inches 6 feet....67
WE PAY POSTAGE

Plain Water Color Opaque

Made on excellent water color shade cloth and mounted on guaranteed dust-proof, self-acting, spring rolls. Price includes brackets, nails, slat, and nickel ring pull. Furnished in the following colors: Dark green, olive green, terra cotta, buff, slate and white.

Cat. No.	Width	Length	Each
31W450	36 inches	5 feet	
31W451	36 inches	6 feet	

WE PAY POSTAGE

Duplex Two-Color Oil Opaque Shades

Popular style two-color shades made of high quality oil opaque cloth with a different color on each side. Furnished only in the following colors: Dark green and buff, dark green and white. (The dark green color is on the outside.)

Order by number and be sure to state color wanted.

Cat. No. Width Length Each

Cat. No. Width 31W461 36 inches Length Each 6 feet 79

WE PAY POSTAGE

31W702-Independent Machine Made Oil Opaque Shades

Made to measure. Mounted on special rollers. We furnish these shades scalloped with cotton bullion fringe at 15c per foot, which includes a cotton tassel. This product of the INDEPEND-ENT is very serviceable and long wearing. Please note the surprisingly low prices which will mean a big saving to you and we do not believe can be duplicated elsewhere.

COLORS Dark Green Grey Light Green Cream Dark Tan	Length 6½ Length 7½ Length 7½ Length 8	feet	.52 .56 .59 .62 .65 .69 .73 .78 .85	36 \$.59 .62 .65 .69 .72 .77 .78 .85 .88 .96	38 .65 .68 .72 .74 .78 .81 .85 .90 .95 1.03	42 \$.79 .85 .88 .94 .98 1.03 1.07 1.13 1.18 1.22 1.25	45 \$1.07 1.11 1.14 1.18 1.22 1.26 1.30 1.38 1.46 1.53 1.59	48 \$1.13 1.17 1.21 1.25 1.29 1.35 1.42 1.50 1.56 1.64 1.70	54 \$1.18 1.26 1.34 1.43 1.51 1.59 1.66 1.76 1.83 1.91
Terra Cotta White		feet feet	1.09	1.05 1.21 1.25 PAV I	1.26	1.42	1.59 1.66 1.73	1.70 1.78 1.85	1.99 2.07 2.15

31W703-Independent Handmade Oil Opaque Shades

Scalloped and fringed trimming will be furnished for an additional charge of 15c per foot, which includes tassel. Mounted on Hartshorn long life rollers. We use wooden rollers on shades up to 63" wide. Shades larger than this size are mounted on metal rollers. This shade has a firm cloth foundation of splendid quality and has no filling. Therefore, will not wrinkle easily. It is colored by hand which gives an attractive even coloring, light proof texture that is so desirable and is of better quality than the light weight machine oil opaque shade. The surprisingly low prices will save you considerable money.

	Width in	inch	es	18	36	38	42	45	48	54	63
COLORS	Length 3	3	feet	\$.57	\$.72	\$.81	\$.95	\$1.20	\$1.37	\$1.48	\$2.39
COLORS			feet	.62	.77	.86	1.00	1.27	1.42	1.56	2.54
Dark Green	Length 4	1	feet	.66	.81	.90	1.05	. 1.34	1.48	1.64	2.68
		11/2	feet	.72	.86	.95	1.12	1.40	1.53	1.72	2.82
Grev	Length 5		feet	.75	.90	1.00	1.14	1.47	1.59	1.76	2.86
I '- 14 Commen		51/2	feet	.82	.96	1.04	1.22	1.55	1.65	1.85	3.11
Light Green	Length 6		feet	.86	1.00	1.08	1.27	1.60	1.72	1.95	3.25
Cream			feet	.92	1.07	1.16	1.35	1.68	1.79	2.05	3.45
- 1 -			feet	.99	1.13	1.21	1.43	1.79	1.91	2.21	3.71
Dark Tan			feet	1.05	1.20	1.27	1.50	1.85	1.99	2.31	3.90
Terra Cotta			feet		1.24	1.35	1.60	1.95	2.08	2.47	4.13
Terra Cotta			feet		1.48	1.57	1.77	2.04	2.17	2.57	4.33
White			feet		1.53	1.64	1.83	2.12	2.25	2.68	4.51
***************************************					WE	PAY I	POSTA	GE			

31W701-Independent Handmade Washable Shades

Made to measure shades. Finest quality. Lowest prices. This shade has scalloped and fringed trimming already attached of INDEPENDENT 2" rayon silk at an additional price of 20c per foot which includes a silk tassel. Perfect workmanship.

COLORS	Width in inches	18	36	38	42	45	48	54	58	63
	Length 3 feet	\$.75	\$.88	\$.91	\$1.04	\$1.42	\$1.46	\$1.50	\$1.56	\$1.99
Sage	Length 3½ feet	.82	.95	.98			1.56	1.61	1.79	2.25
Imported Green	Length 4 feet	.87	1.00	1.04	1.21	1.59	1.65	1.73	2.02	2.51
Van Dyke	Length 41/2 feet	.94	1.07	1.11	1.30	1.68	1.76	1.86	2.25	2.77
Stone	Length 5 feet	.99	1.12	1.17	1.38	1.76	1.85	1.98	2.47	3.03
	Length 51/2 feet	1.05	1.18	1.24	1.47	1.85	1.95	2.11	2.70	3.29
Havanne	Length 6 feet	1.11	1.24	1.30	1.55	1.92	2.04	2.22	2.93	3.55
Platinum	Length 61/2 feet	1.18	1.31	1.39	1.65	2.04	2.16	2.46	3.19	3.87
Fawn	Length 7 feet	1.25	1.38	1.47	1.74	2.15	2.28	2.68	3.45	4.20
Mauve	Length 71/2 feet	1.34	1.47	1.59	1.87	2.26	2.41	2.91	3.71	4.52
	Length 8 feet	1.42	1.55	1.69	2.00	2.37	2.54	3.15	3.97	4.85
Light Ivory	Length 81/2 feet	1.55	1.68	1.83	2.20	2.48	2.67	3.30	4.15	5.08
White	72		WE	PAY	Pos'	TAGE	2			

We furnish estimates for entire homes, hotels and institutions.

WE PAY THE POSTAGE ON SHADES UP TO 72" WIDE, LARGER SIZES ARE NOT MAILABLE AND ARE SHIPPED ONLY BY EXPRESS. WE DO NOT PAY EXPRESS CHARGES.

Please Remember in Ordering Shades:

- 1. Catalogue number of quality and style you wish.
- Quantity. State how many shades you require of each size.
- Widths. Be sure to tell us whether your widths are cloth measure, tip to tip, or roller measure. Do not use cloth measure if shades are to be installed inside of cas-
- 4. Brackets. State whether you wish outside or inside brackets.
- Lengths. Give lengths. Measure from top to bottom of window and add six inches to allow for raising and lowering.
- Color. State color, select from the colors listed, quality and style which you desire. We will be glad to send samples, free, upon request.
- We require the full amount of cash with your order in every instance.

31W715

Fringe "C" (2 in. cotton) per ft	_
Fringe "S" (2 in. silk) per ft	20c
Rollers, 39 in. wide	20c
Special Rollers, 39 in. wide	.30c
Brackets (Out or In) per pair	. 5c
Cotton Ring Pulls, Each	. 5c
Silk Ring Pulls, Each	. 8c
Cotton Tassels, Each	.15c
Silk Tassels, Each	.25c

Street and No. Post Office

Independent Wall Paper Co.

Pittsburgh, Pa., U. S. A. We Guarantee Savings and Satisfaction

		WE Guu	rantee 30	ivings and Sans	sjuction			
HOW DO YOU				177	DATE	1.6		19
ORDER	Parcel Pos	st	Please write pla give quicker ser	ainly. All members of one vice.	family should ord	er under one name.	This will avoid d	luplication and we can
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			R. F. D.	BOX		STATE		
HOW TO SEND MONEY	The heat and enfect a	wave to cond money are	STREET					
HOW TO SEND MONEY by Post Office Money Order, DO NOT SEND COIN: It ost. If absolutely necessary paper before putting it in the	Express Money Order, is liable to break through	Bank Draft or Check. ugh the envelope and be	AND No			FFERENT FROM	2007055105	
paper before putting it in the	e envelope, and then sen	d it by registered mail.		GIVE SHIPPI	ING POINT IF DI	FFERENT FROM	FUSTOFFICE	
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DO NOT WRITE IN THIS COLUMN	CATALOG NUMBER	QUANTITY WANTED		WRITE PLAINLY	100	PRICE	DOLLARS	CENTS
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	31W		Single	Rolls SIDEWALL		2.0	- 111	
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Change of	Address	If you have moved si der, please write your	old address h	That the me				as represented

That the merchandise you purchase will be exactly as represented and that we will refund your money if you are not entirely satisfied.

INDEPENDENT WALL PAPER CO.,
PITTSBURGH, PA., U. S. A.

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INDEPENDENT WALL PAPER CO.

Pittsburgh, Pa. · 634 · SMITHFIELD STREET · 634 · Pittsburgh, Pa.

PITTSBURGH, Pa. (North Side) 106-108 E. Ohio St.

HOMESTEAD, PA. 225 East 8th Ave.

BRADDOCK, PA. 712 Braddock Ave.

BUFFALO, N. Y. Main St. 1044 Broadway 643 Main St.

PITTSBURGH, PA. (East Liberty) 5933 Penn Ave.

McKEESPORT, PA. 510-512 Walnut St.

542 Fifth Ave.

PITTSBURGH, PA. (South Side) 1713 Carson St.

NEW KENSINGTON, PA. 421 Ninth St.

ERIE, PA. Commerce Building

Savings of 1/3 to 1/2 Why Pay More?

Index of Catalog Bargains

All merchandise described in this catalog is on display at all branch stores, addresses above.

Page 1 House Paint Floor Paint Flat Wall Paint

Pages 2 & 3 Independent Border and Binders

Page 4 Gloss Wall Paint
4 Hour Enamel
4 Hour Varnish Stain

Page 5 Special House Paint Varnishes Shellac

Page 6 Paperhanging and Painting Supplies

Page 8 Complete
Window Shade
Selection

Pages
9 to 88 Gold Seal Wall Papers
Independent Wall Papers
Non-Fade Wall Papers

HOW TO HANG WALL PAPER - SEE BACK COVER







Printed on the back of an actual sample of

Glenfast

Sun Tested Non-Fade

GLENFAST is the pick and choice of smart and discriminating wallpaper buyers. Guaranteed non-fading and will give you years of delightful satisfaction. The especially blended decoration completes an artistic combination.

For Matching Border See No. 1 on Page 2

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.
Buffale, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS	RO	OM	WI	ILL	COST		
SIZE OF ROOM	Height of Resm	Single Rolls Sido Walls	Yards of Barder	Single Rolls Colling	TOTAL COST ROOM COMPLETE		
8x10 ft.	8'	6	14	4	84.10		
9x12 ft.	8'	8	15	4	4.84		
12x12 ft.	8'	10	17	6	6.16		
12x14 ft.	84	11	18	6	6.57		
Co	Complete Table Given on Pags ?						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Save the price of a single roll. See page 7.

"How To Order"
Complete table given
on Page 7





We Pay
The
Postage



Per Single Roll



Printed on the back of an actual sample of

Ruff Plaster

Colors

Standard

30 Inches Wide

A lovely modern creation at a low price. A genuine reproduction appealingly mingled with just the right touch of color. Use it anywhere. The style of today. And what a charming border to match!

For Matching Border See No. 2 on Page 2

31W254 _SIDEWALL Per single roll (5 yerds) 33C
31W2254—BORDER 3½ inches wide, per yard 8C
31W255 —CEILING Embossed, to match, per single roll (8 yards) 25C

THIS	RO	OM	WI	ILL	COST
SIZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Border	Single Rolls Colling	TOTAL COST ROOM COMPLETE
8x10 ft.	8,	6	14	4	54.10
9x12 ft.	8'	8	15	Ą	4.84
12x12 ft.	8'	10	17	6	6.16
12x14 ft.	8'	11	18	6	6.57
"How To Order"—Complete Table Given on Page 7					

This is a 30-Inch Wide Wall Paper. Made this width to give Walls a Genuine Plaster appearance.

Please Note:—Order the same amount of 30-inch width paper as you would if it were the 20-inch width. Reason — 30-inch wide Wall Paper has only 5 yards to a single roll and 20-inch width has 8 yards to a single roll.

When you order 12 Rolls of 30-inch width, you receive 4 Triple Rolls.

When you order 11 Rolls, you receive 3 Triple Rolls and a Double Roll.





We Pay
The Single Roll



Printed on the back of an actual sample of

York

"GENUINE QUALITY"

Sun Tested Non-Fade

This fine wallpaper combines color, graceful design and a low price. The friendly charm of YORK will satisfy wherever it is used. Also a most unique border matching and blending perfectly with the sidewall.

For Matching Border See No. 6 on Page 2

31W252 —SIDEWALL Per diagle roll (8 yards) 25C
31W253—BORDER 4 inches wide, per yard 7C
31W253—CEILING Embosced to match, per single roll (8 yards) 22C

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1713 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS	RO	OM	W	LL	COST
SIZE OF BOOM	Helght of Recai	Single Roffs Side Waits	Yerds of Border	Stepte Rofts Ceiling	TOTAL COST ROOM COMPLETE
8x10 ft.	8,	6	14	4	\$3.36
9x12 ft.	84	8	15	4	3.93
12x12 ft.	8'	10	17	6	5.01
12x14ft.	8,	11	18	6	5.33
"How To O	rder"-	Comple	ete Tab	lo Givo	n on Page 7

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

It is handy to have an extra roll or two for repairing.

Paints

Paste

Tools

Pages 1 to 8





We Pay
The
Postage

Roll



Printed on the back of an actual sample of

New Astor

"FLORAL BEAUTY"

Standard Colors

What more delightful paper could one wish for than this bright, flower and leaf spray against the rainbow hued background? Wonderful hanging for rooms that do not get their full quota of outside light. The border shows the same colors in its wide $3\frac{1}{2}$ -inch conventionally designed flowers.

For Matching Border See No. 14 on Page 2

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.

THIS	RO	OM	W	ILL	COST
SIZE OF ROOM	Holystof Room	Single Rolls Side Walls	Yards of Border	Stagle Rolls Geilfag	TOTAL OCST ROOM COMPLETE
8x10 ft.	8'	6	14	4	\$2.81
9x12 ft.	8,	8	15	4	3.26
12x12 ft.	8'	10	17	- 6	4.15
12x14 ft.	81	11	18	6	4.40
Ce	mplete	Table	Given	on Page	7

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Save the price of a single roll. See page 7.

"How To Order"

Complete table given
on Page 7.





We Pay
The Single
Postage Roll



Maple Sheen

Printed on the back of an actual sample of

"ARTISTIC, YET INEXPENSIVE"

Sun Tested Non-Fade

Another novel Independent design. Here we have the metallic appealingly mingled with colorful foliage. Should sell for 50c a roll. Extra smart, also serviceable. An interesting metallic foliage is beautifully designed in the border.

For Matching Border See No. 7 on Page 2

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1713 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.

Braddock, Pa.

THIS	RO	OM	W	ILL	COST
SIZE OF ROOM	Height of Rosa	Single Rolls Side Walls	Yards of Berdsr	Single Rolls Oeiling	TOTAL COST ROOM COMPLETE
8x10 ft.	8,	6	14	4	\$3.72
9x12 ft.	8'	8	15	4	4.37
12x12 ft.	81	10	17	6	5.59
12x14 ft.	8!	11	18	6	5.95
"How To O	rder"_	Comple	te Tabl	• Give	

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Use Decoration at angle of ceiling and above baseboard.

Paints

Paste

Tools

Pages 1 to 8

We Pay the Postage - We Pay the Freight

INDEPENDENT WALL PAPER CO.

13

PITTSBURGH, PA., U.S.A.







Printed on the back of an actual sample of

DeLuxe

"MODERN-ATTRACTIVE"

Sun Tested Non-Fade

An example of wonderfully effective coloring. For the living room, dining room or hall of the carefully and tastefully furnished home—yet unlike most papers in its class, it is surprisingly inexpensive. Just compare it with regular store prices and learn what wonderful values we give you.

EXTRAORDINARY BARGAIN

31W244 -SIDEWALL	Per single roll (8 yards)	24c
31W2244-BORDER	Per yard	7c
31W245 -CEILING	Embossed, to match, per single roll (8 yards)	22c

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THIS	RO	OM	WI	LL	COST
SIZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Border	Single Rolls Ceiling	TOTAL COST ROOM COMPLETE
8x10 ft.	8'	6	14	4	\$3.30
9x12 ft.	8'	8	15	4	3.85
12x12 ft.	8'	10	17	6	4.91
12x14 ft.	8'	.11	18	6	5.22
"How To Order"—Complete Table Given on Page 7					

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Wall paper adds so much; costs so little.

PAINTS
PASTE
TOOLS
Pages 1 to 8





We Pay
The
Postage



Per Single Roll



Printed on the back of an actual sample of

Nu-Art

"ART AND STYLE AT A LOW PRICE"

Sun Tested Non-Fade

Mingling the rich hues of autumn foliage on a specially heavy embossed Independent stock. Note the modernistic trend of the background. Pick NU-ART with confidence for any room downstairs. Made with a perfect matching border.

For Matching Border See No. 8 cm Page 2

31 W 240 _SIDEWALL Per single roll (8 yards) _____ 250
31 W 2240 —BORDER 3½ inches wide, per yard _____ 70
31 W 241 —CEILING Embossed, per single roll (8 yards) ____ 220

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THES	RO	om	WI	ILL	COST
SIZE OF ROOM	Height of Room	Singlo Rolls Side Walls	Yards of Border	Single Rolls Ceiling	TOTAL COST ROOM COMPLETE
8x10 ft.	8,	6	14	4	\$3.36
9x12 ft.	8'	8	15	4	3.93
12x12 ft.	8'	10	17.	6	5.01
12x14 ft.	81	11.	18	6	5.33
"How To Order"—Complete Table Given on Page 7					

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

If more paper is required, please enclose sample.

PAINTS
PASTE
TOOLS
Pages 1 to 8







Printed on the back of an actual sample of

Fantasy

"SIMPLE CHARM"

Sun Tested Non-Fade

Here we have quiet distinction and art of refinement. A design of this type has never been known to sell at such an amazing low price. A lovely choice for any room. A vivacious and interesting color scheme in the border.

For Matching Border See No. 9 on Page 2

31W238 —SIDEWALL Per single roll (8 yards) 19C
31W238—BORDER 3% inches wide, per yard 7C
31W239 —CEILING Embossed, to match, per single roll (8 yards) 19C

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1713 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS	RO	OM	W	E.I.	COST
91ZE OF ROOM	Hoight of Roem	Single Refle Side Walls	Yards of Border	Single Keile Calling	TOTAL COST BOOM COMPLETE
8x10 ft.	8'	6	14		\$2.58
9x12ft.	8'	8	15	4	3.33
12x12 ft.	8'	10	17	6	4.23
12x14 ft.	8'	11	18	6	4.49
"Haw To Order"—Complete Table Given on Page 7					

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

It is handy to have an extra roll or two for repairing.

Paints

Paste Tools
Pages 1 to 8







Printed on the back of an actual sample of

Persian

"SMART AND UP-TO-DATE"

Sun Tested Non-Fade

The zestful charm of the modern. What a happy selection for your hall, living or dining room. Richly exotic. It pays to choose from the World's Largest Wall Paper Mail Order House. The decorative style of the border is typically modern.

For Matching Border See No. 15 on Page 2

 31W236
 —SIDEWALL Per single roll (8 yards)
 24C

 31W236
 —BORDER
 2½ inches wide, per yard
 6½C

 31W237
 —CEILING
 Embossed to match, per single roll (8 yards)
 22C

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1713 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS	RO	OM	WI	LL	COST	
SIZE OF ROOM	Height of Roein	Single Raffs. Side Walls	Yards of Border	Single Relis Ceiling	TOTAL COST ROOM COMPLETE	
8x10 ft.	8'	6	14	4	\$3.23	
9x12 ft.	8'	8	15	4	3.78	
12x12 ft.	8'	10	17,	6	4.83	
12x14 ft.	8'	-11	18	6	5.13	
"Haw To Order"—Complete Table Given on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Save the price of a single roll. See page No. 7.

Paints

Paste

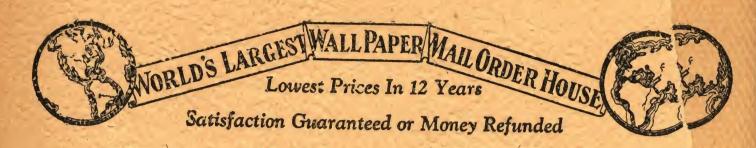
Tools

Pages 1 to 8

We Pay the Postage - We Pay the Freight

17







Priscilla

Printed on the back of an actual sample of

Sun Tested Non-Fade

"DAINTILY FEMININE"

A design with a delightful air of intimacy and coziness. An enchanting selection for any room. Here we have a new embossing and metallic overlay. The border for PRISCILLA is fancifully designed.

For Matching Border See No. 10 on Page 2

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1713 Carson St.
106-108 East Ohio St.

Bukalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

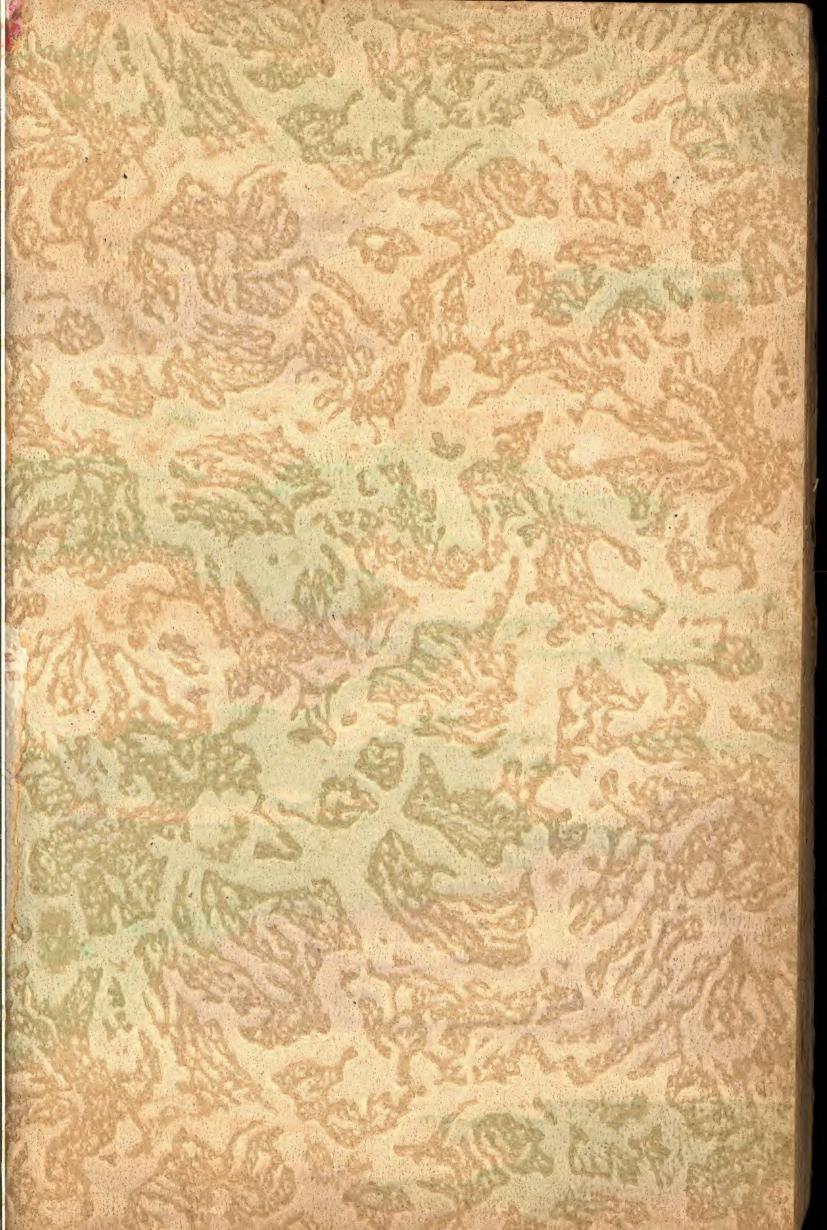
1 10152	MU	CM	AA I		COST
SIZE OF ROOM	Heisht of Room	Single Rolls Side Walls	Yards of Bordor	Single Rells Ceiling	TOTAL COST NOOM COMPLETE
8×10 ft.	8'	6	14	4	63.36
9x12 ft.	8,	8	15	4	3.93
12x12 ft.	8'	10	17	6	5.01
12x14 ft.	81	11	18	6	5.33

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Use Decoration at angle of ceiling and above baseboard.

Paints

Paste
Tools
Pages 1 to 8





We Fay
The
Postage



Per Single Roll



Chrome Plaster

Printed on the back of an actual sample of

Standard Colors

30 Inches Wide

Now—the charm of rough plaster artistically reproduced in wall paper at a very small fraction of the cost of plaster. It is fashionable to paper your entire home with this type of wall paper, including the bedrooms.

For Matching Berder See No. 2 on Page 2

31W232 —SIDEWALL	Per single roll (5 yards)	29c
31W2232-BORDER	3½ inches wide, per yard	8c
31W233 -CEILING	Embossed, to match, per single roll (8 yards)	25c

A STATE OF THE PARTY OF THE PAR	NAME OF TAXABLE PARTY.	100 O 100 O	NAME OF TAXABLE PARTY.			
THIS ROOM WILL COST						
SIZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Border	Single Rolls Ceiling	TOTAL COST ROOM COMPLETE	
8x10 ft.	8'	6	14	4	\$3.86	
9x12 ft.	8'	8	15	4	4.52	
12x12 ft.	8'	10	17	6	5.76	
12x14 ft.	8'	11	18	6	6.33	
"How To Order"—Complete Table Given on Page 7						

This is a 30-Inch Wide Wall Paper. Made this width to give Walls a Genuine Plaster appearance.

Please Note:—Order the same amount of 30-inch width paper as you would if it were the 20-inch width. Reason — 30-inch wide Wall Paper has only 5 yards to a single roll and 20-inch width has 8 yards to a single roll.

When you order 12 Rolls of 30 inch width, you receive 4 Triple Rolls.

When you order 11 Rolls, you receive 3 Triple Rolls and a Double Roll.





We Pay
The
Postage

The
Postage

The
Postage

The
Roll



Glenwood

Printed on the back of an actual sample of

Standard Colors

Brightness radiates from this charming paper, cheering every little nook and corner and making the furnishings look like new. It is a paper of such artistry of color that you will not easily tire of it. You will like the border that finishes the paper. Specially designed ceiling.

INDEPENDENT'S CREATEST VALUE

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.

New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THIS ROOM WILL COST						
SIZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Berder	Single Rolls Celling	TOTAL COST ROOM COMPLETE	
8x10 ft.	8'	6	14	4	\$2.88	
9x12 ft.	8'	8	15	4	3.33	
12x12 ft.	8,	10	17	6	4.23	
12x14 ft.	8'	11	18	6	4.49	
"How To Order"—Complete Table Given on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Save the price of a single roll. See page No. 7.

PAINTS
PASTE
TOOLS
Pages 1 to 8

We Pay the Postage ~ We Pay the Freight

INDEPENDENT WALL PAPER CO.

Page 20

PITTSBURGH, PA., U.S.A.







Printed on the back of an actual sample of

"ECONOMY—DURABILITY"

Standard Colors

A charming moderately priced embossed tapestry. The most popular coloring of the season. It is sure to please you. Independent's exclusive patterns assure you of originality and individuality. A handsome border perfectly matches ARBOR GLOW.

For Matching Border See No. 16 on Page 2

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.

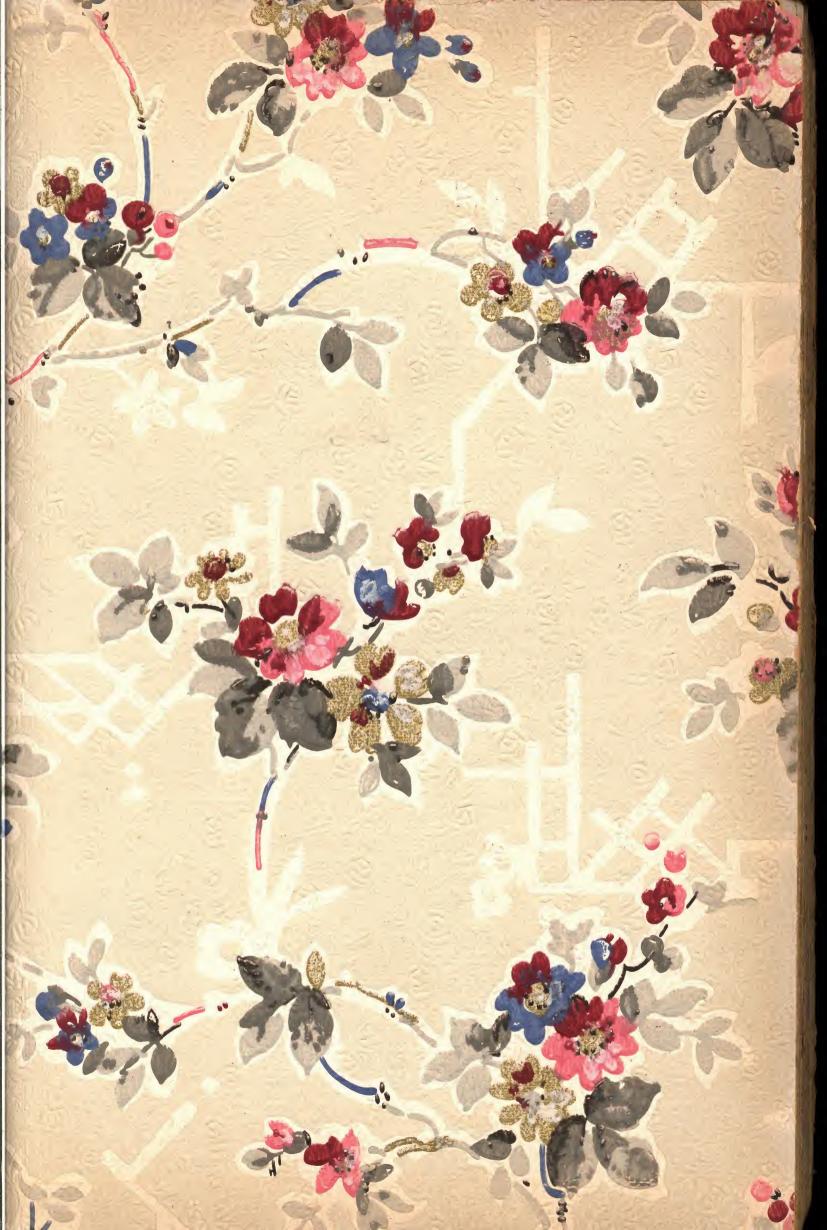
Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THIS	RO	OM	WILL COST			
SIZE OF ROOM	Roight of Room	Single Rolls Side Walls	Yards of Border	Single Rolls Ceiling	TOTAL COST ROOM COMPLETE	
8x10 ft.	8'	6	14	4	\$2.71	
9x12 ft.	8'	8	15	4	3.14	
12x12 ft.	8'	10	17	6	3.99	
12x14 ft.	8'	11	18	6	4.23	
"How To Order"—Complete Table Given on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

It is handy to have an extra roll or two for repairing.

PAINTS
PASTE
TOOLS
Pages 1 to 8







Printed on the back of an actual sample of

Rose Bower

A NEW NOTE

Standard Colors

Mere now is a real choice—

The fresh charm of dainty ROSE BOWER will appeal to the discriminating housewife. An extraordinary low price. A perfectly matching three-inch wide barder has been especially designed for ROSE BOWER.

For Matching Barder See No. 25 cm Page 2

31W220 _SIDEWALL	Per single roll (\$ yerds)	16½c
31W2220—BORDER	3 inches wide, per yard	60
31W2ZI -CEILING	To match, per single roll (S yards)	16½c

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

Holls Walls		Ha	
Room Single Roth Side Walls	Yards of Border	Sirgio Rolls Ceiling	TOTAL COST ROOM COMPLETE
8' 6	14	4	\$2.49
3' 8	15	4	2.88
B' 10	17	6	3.56
3' 11	18	6	3.89
֡	8' 6 8' 8 8' 10 8' 11	8' 6 14 8' 8 15 8' 10 17 8' 11 18	8' 6 14 4 8' 8 15 4 8' 10 17 6

"How To Hang Your Wall Paper"

Complete Explanation Inside Back Cover

Use Decoration at angle of ceiling and above baseboard.

"How To Order"

Complete table given

on Page 7





We Pay
The
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Roll



Printed on the back of an actual sample of

Gretchen

Standard Colors

This beautiful pattern is more than just wall paper. It is a genuine decorative scheme—it focuses immediate attention—it creates a most favorable impression. The fashion of tomorrow. A value that only the Independent can give. Don't forget the border—it is the final touch that counts.

For Matching Border See No. 17 on Page 2

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Fa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS ROOM			W	ILL	COST
SIZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Border	Single Rolls Celling	TOTAL COST ROOM COMPLETE
8x10 ft.	8'	6	14	4	\$2.81
9x12 ft.	8'	8	15	4	3.26
12x12 ft.	8'	10	17	6	4.15
12x14 ft.	8'	11	18	6	4.40
Complete Table Given on Page 7					

"How To Hang Your Wall Paper"

Complete Explanation Inside Back Cover

Wall paper adds so much; costs so little.

"How To Order"

Complete table given

on Page 7

We Pay the Postage - We Pay the Freight

INDEPENDENT WALL PAPER CO.

Page 23







Printed on the back of an actual sample of

Diana

Sun Tested Non-Fade

MODERN AND ULTRA CHIC

It's no easy matter to find a wallpaper that harmonizes in color and design with present furnishings, but here we present a pattern that will fit well in any scheme. A touch of the modern that is cheerful and delightful. The dainty colorful flowers in the border seem almost as fresh and lovely as if they were real.

For Matching Border See No. 24 on Page 2

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1713 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS	RO	OM	WI	WILL COST			
SIZE OF ROOM	Height of Room	Single Rolls Side Walis	Yards of Bordsr	Single Rolls Celling	TOTAL COST ROOM COMPLETE		
8x10 ft.	8'	6	14	4	92.34		
9x12 ft.	8,	8	15	4	2.70		
12x12 ft.	8,	10	17	6	3.42		
12×14 ft.	8'		18	6	3.63		
"How To O	"How To Order"—Complete Table Given on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

If more paper is required, please enclose sample.

Paints

Paste

Tools

Pages 1 to 8





We Pay
The
Postage

25°

Per Single Roll



Printed on the back of an actual sample of

Modern Plaster

50 Inches Wide

Standard Colors

Here we have an enduring beauty with economy. The soft, autumnal hues radiate hospitality and friendliness. Nowhere at this price can you find such a richly diversified surface texture and harmoniously blending tints. A modern rough textured gold outlined border is inade for MODERN PLASTER.

For Matching Border See No. 4 on Page 2

31W214 -SIDEWA	LL	Pes single rell (5 yards)	25c
31W2214-Border	ŕ	31/4 inches wide, per yard	8c
31W2IS -CEILING	*	Embossed, to match, per single rell (2 yards)	220

					AL		
THIS ROOM WILL COST							
SIZE OF ROOM	Height of Roem	Single Rolls Side Walk	Yards of Border	Single Rells Celling	TOTAL COST ROOM COMPLETE		
8x10 ft.	8,	6	14	4	63.50		
9x12 ft.	8'	8	15	4	4.00		
12x12 ft.	8'	10	17	6	5.18		
12x14 ft.	8'	11	18	6	5.51		
"How To C	rder"-	-Comple	ete Tab	le Sive	n on Page 7		

This is a 30-Inch Wide Wall Paper. Made this width to give Walls a Genuine Plaster appearance.

Please Note:—Order the same amount of 30-inch width paper as you would if it were the 20-inch width. Reason — 30-inch wide Wall Paper has only 5 yards to a single roll and 20-inch width has 8 yards to a single roll.

When you order 12 Rolls of 30-inch width, you receive 4 Triple Rolls.

When you order 11 Rolls, you receive 3 Triple Rolls and a Double Roll.





We Pay
The
Postage

Roll



Printed on the back of an actual sample of

Perialle

"CHARMING CHOICE"

Standard Colors

PERIALLE is the decorative style typical of the day for any room on the first floor. The iridescent arrangement of foliage surely is interesting. A strikingly low price. The beautiful matching border will please you.

For Matching Border See No. 18 on Page 2

31WZIO —SIDEWALL	Per single roll (8 yards)	
31W2210-BORDER	31/2 inches wide, per yard. 61/2C	
31W211 -CEILING	Embossed to match, per single roll (8 yards)	

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohlo St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Eric, Pa.
New Kensington, Pa.
Homestead, Pa.

THIS	RO	OM	W	ILL	COST
SIZE OF RESM	Halght of Room	Stagle Beile Side Wedle	Yards ef Border	Single Rolls Ceilling	VOTAL COST ECOM COMPLETE
Exioff.	8,	6	14	4	\$2.81
9x12 ft.	8'	8	15	4	3.26
12x12 ft.	81	10	17	6	4.15
12x14 ft.	8,	11	18	6	4.40
Ce	mplete	Table	Given	on Page	. 7

"How To Hang Your Wall Paper"

Complete Explanation Inside Back Cover

Use Decoration at angle of ceiling and above baseboard.

"How To Order"
Complete table given
on Page 7

We Pay the Postage ~ We Pay the Freight

INDEPENDENT WALL PAPER CO.

Page 27





We Pay
The
Postage

The
Roll



Printed on the back of an actual sample of

Putinee

"ARTISTIC—INEXPENSIVE"

Standard Colors

The charm of this modern decoration blends itself beautifully in any color scheme. Only at the Independent Wall Paper Company can you find such a combination of beauty, economy and durability. PUTINEE has an especially designed border.

For Matching Border See No. 26 on Page 1

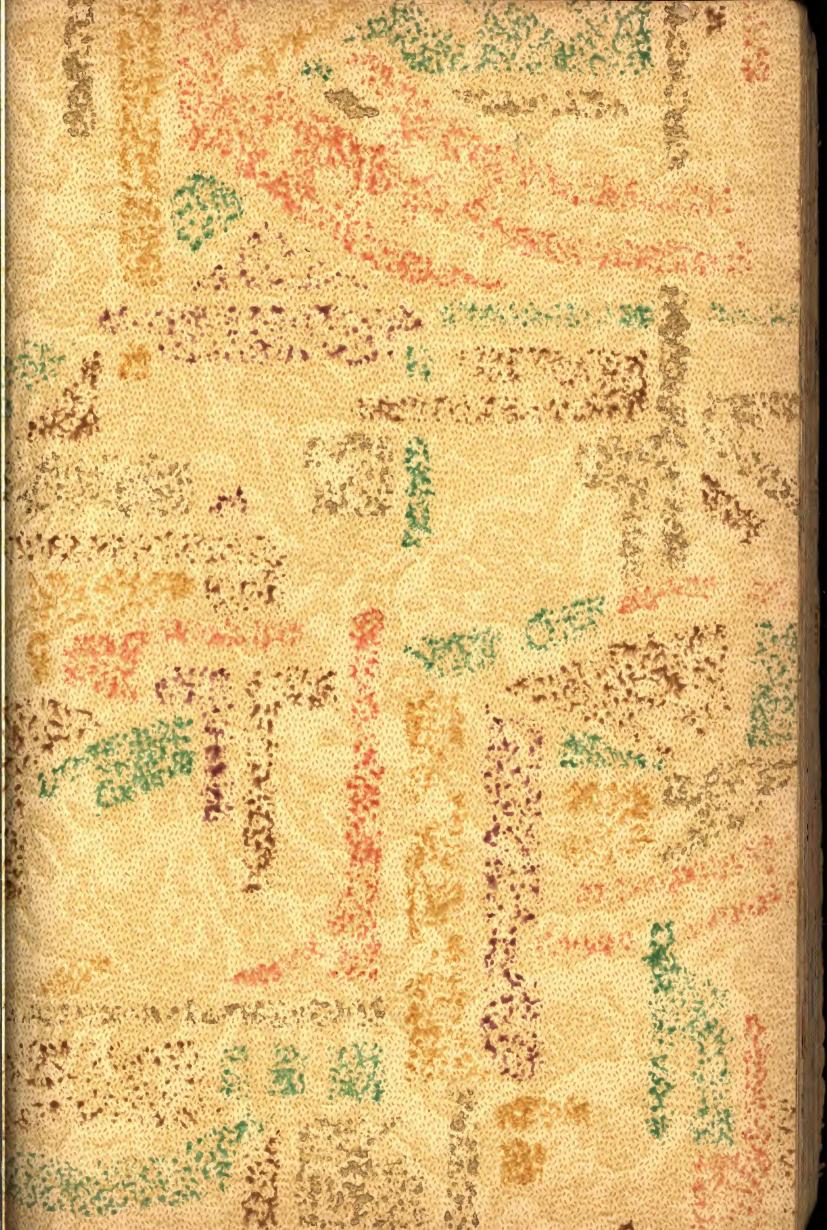
Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS ROOM			ANI	ILL COST		
SIZE OF HOOM	Hotght of Room	Single Refit	Yards of Border	Single Reils Celling	TGTAL COOT ROOM COMPLETE	
8x10 ft.	8'	6	14	4	\$2.49	
9x12 ft.	8,	8	15	4	2.88	
12x12 ft.	8'	10	17	6	3.66	
12x14 ft.	8'	11	18	6	3.89	
12x14 ft						

"How To Hang Your Wall Paper", Complete Explanation Inside Back Cover

Wall paper adds so much; costs so little.

PAINTS
PASTE
TOOLS
Pages 1 to 8





We Pay
The
Postage



Per Single Roll



Printed on the back of an actual sample of

Art Plaster

Standard Colors

30 laches Wide

Here we have all the color attractiveness of rough plaster or stipple effect portrayed in wall paper. Note the special modern embossing and gold overprinting. Distinctive and beautiful—nothing better made for your living room and halls. The border is perfectly blended.

For Matching Border See No. 5 on Page 2

31W206 —SIDEWALL	Per single roll (5 yards)	25c
31W2206-BORDER	3½ inches wide, per yard	8c
31W207 -CEILING	Embossed, to match, per single roll (8 yards)	22c

THIS	RO	OM	W	LL	COST
SIZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Border	Single Rolls Ceiling	TOTAL COST ROOM COMPLETE
8x10 ft.	8'	6	14	4	\$3.50
9x12 ft.	8,	8	15	4	4.08
12x12 ft.	8,	10	17	6	5.18
12x14 ft.	8'	11	18	6	5.51
"How To Order"—Complete Table Given on Page 7					

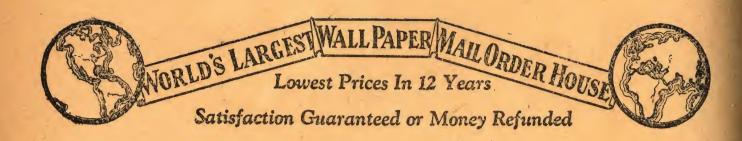
This is a 30-Inch Wide Wall Paper. Made this width to give Walls a Genuine Plaster appearance.

Please Note:—Order the same amount of 30-inch width paper as you would if it were the 20-inch width. Reason — 30-inch wide Wall Paper has only 5 yards to a single roll and 20-inch width has 8 yards to a single roll.

When you order 12 Rolls of 30-inch width, you receive 4 Triple Rolls.

When you order 11 Rolls, you receive 3 Triple Rolls and a Double Roll.







Printed on the back of an actual sample of

Inde-Vogue

Standard Colors

An enchanting and delightful gold bedecked hanging with a most interesting ivory background. Apropos for any room. An outstanding low price. The most artistic border decoration we have ever offered is made for Inde-Vogue.

For Matching Border See No. 32 on Page 3

31W204 —SIDEWALL Per single roll (8 yards) post-paid 15C
31W2204—BORDER 4 inches wide, per yard post-paid 6C
31W205 —CEILING to match, per single roll (8 yards) post-paid 15C

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS	RO	OM	WI	LL	COST
SIZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Border	Single Rolls Celling	TOTAL COST ROOM COMPLETE
8x10 ft.	8'	6	14	4	\$2.34
9x12 ft.	8'	8	15	4	2.70
12x12 ft.	8'	10	17	6	3.42
12x14 ft.	8'	11	18	6	3.63
Co	mplete	Table	Given o	n Page	7

"How To Hang Your Wall Paper"

Complete Explanation Inside Back Cover

Use Decoration at angle of ceiling and above baseboard.

"How To Order"

Complete table given
on Page 7





We Pay
The
Postage

The
Roll



Printed on the back of an actual sample of

Marjade

MODERN METALLIC PROCESS

Standard Colors

By comparison, the greatest wallpaper value ever offered. Note the marvelous heavy stock, the modern bronze coating and the last word in modern art.

A beautiful panel border—can be used as a French panel around all the angles of the room or just at the ceiling like ordinary borders.

For Matching Border See No. 11 on Page 2

31W198 —SIDEWALL Per single roll (8 yards) 12½C
31W2198—BORDER 5¾ inches wide, per yard 76
31W199 —CEILING To match, per single roll (8 yards) 12½C

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1713 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THIS	RO	OM	WI	ILL	COST
SIZE OF ROOM	Height of Room	Single Rolls Side Walts	Yards of Border	Single Rolfs Ceiling	TOTAL COST ROOM COMPLETE
8x10 ft.	8'	6	14	4	\$2.23
9x12 ft.	8'	8	15	4	2.55
12x12 ft.	8,	10	17	6	3.19
12x14 ft.	8'		18	6	3.39
"How To Order"—Complete Table Given on Page 7					

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Use Decoration at angle of ceiling and above baseboard.

Paints

Paste

Tools

Pages 1 to 8







Printed on the back of an actual sample of

Modern Shadows

"SMART-MODERN"

Standard Colors

Dainty colorful nosegays and leaves in bold relief against a most modern tinted background. Amazingly inexpensive. A practical selection for your bedroom. A most charming border has been designed for MODERN SHADOWS. We save you one-half.

For Matching Border See No. 27 on Page 2

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS	THIS ROOM			ILL	COST		
SIZE OF ROOM	Height of Room	Eingly Rolls Side Walls	Yards of Bordsr	Single Rolls Ceiling	TOTAL COST ROOM COMPLETE		
8x10 ft.	8'	6	14	4	\$1.84		
9x12 ft.	8,	8	15	4	2.10		
12x12 ft.	8,	10	17	6	2.62		
12x14 ft.	8'	11	18	6	2.78		
Co	Complete Table Given on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Wall paper adds so much; costs so little.

"How To Order"

Complete table given

on Page 7





We Pav The Single Roll Postage



Printed on the back of an actual sample of

Bronze Sheen Sun Tested Non-Fade

"ULTRA-POPULAR"

Imagine a high grade wallpaper of this type at only 221/2c! If it doesn't prove to be the greatest value you have ever seen, just send it back at our expense. Appropriate for halls and any downstairs room. A modern trellis and foliage predominate the design of the matching border.

For Matching Berder See No. 12 on Page 2

31W194 -SIDEWALL Per single roll (8 yards) ______ 221/2C 31 W 2194—BORDER 2% inches wide, per yard..... 76 31W195 —CEILING

Independent Stores

Pittsburgh:-634 Smithfield St. 5933 Penn Ave. 1713 Carson St. 106-108 East Ohio St.

Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THIS	RO	om	W	LL	COST	
SIZE OF HOOM	Neight of Room	Single Retts Gide Walls	Yards of Border	Single Rolls Coilling	TOTAL COST BOOM COMPLETE	
8x10 ft.	8'	6	14	4	\$3.09	
9x12 ft.	8'	8	15	4	3.61	
12x12 ft.	8'	10	17	6	4.58	
12x14 ft.	8'	П	18	6	4.88	
"How To Order"—Complete Table Given on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

If more paper is required, please enclose sample.

Paints

Paste

Tools





We Pay
The
Postage

The
Roll



Printed on the back of an actual sample of

Astoria

SMART—DISTINCTIVE

Standard Colors

Modern both in color and design. This is an excellent example of the very newest type of wall paper used as a background for all styles of furniture. ASTORIA imparts an air of distinction and smartness to even the most commonplace interior. An artistic decoration completes this delightful combination.

EXTRAORDINARY BARGAIN

31W192 —SIDEWALL Per single roll (8 yards) 12½C
31W2192—BORDER Per yard 6C
31W193 —CEILING To match, per single roll (8 yards) 12½C

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

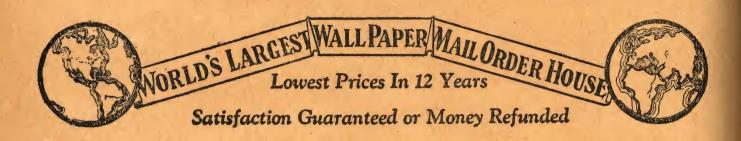
THIS ROOM WILL COST						
SIZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Border	Single Rolls Ceiling	TOTAL COST ROOM COMPLETE	
8x10 ft.	8'	6	14	4	\$2.09	
9x12 ft.	8,	8	15	4	2.40	
12x12 ft.	8'	-10	17	6	3.02	
12x14 ft.	8'	11	18	6	3.21	
"How To Order"—Complete Table Given on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

It is handy to have an extra roll or two for repairing.

PAINTS
PASTE
TOOLS
Pages 1 to 8







Palm Gold

Printed on the back of an actual sample of

"LUXURIOUS BEAUTY"

Standard Colors

We here find all the smart features of so many fashionable wall papers. Use it with confidence in the hall and first floor. The egg and dart accompanying border is truly beautiful.

For Matching Border See No. 28 on Page 2

31W184 —SIDEWALL	Per single roll (8 yards)	18c
31W2184-BORDER	3 inches wide, per yard	60
31W185 —CEILING	To match, per single roll (8 yards)	18c

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS	THIS ROOM WILL COST						
SIZE OF ROOM	Height of Roem	Single Rolls Side Walls	Yards of Border	Single Rolls Ceiling	TOTAL COST ROOM COMPLETE		
8x10 ft.	8'	6	14	4	\$2.64		
9x12 ft.	8'	8	15	4	3.06		
12x12 ft.	8,	10	17	6	3.90		
12x14 ft.	8'	11_	18	- 6	4.14		
Complete Table Given on Page 7							

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover Save the price of a single roll. See page No. 7.

"How To Order"
Complete table given
on Page 7





We Pay
The
Postage

Per Single Roll



Printed on the back of an actual sample of

Florelle

"EXQUISITELY CHARMING"

Standard Colors

A happy arrangement of simple flowers makes the FLORELLE the most attractive offer of 1931. Note the special ivory plastic embossed background. Modern design and a dash of black in the border completes a most perfect color combination.

For Matching Border See No. 19 on Page 2

31W182 — SIDEWALL Per single roll (8 yards) 16½6
31W2182—BORDER 3 inches wide, per yard 6½6
31W183 — CEILING to match, per single roll (8 yards) 16½6

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS ROOM WILL COST							
SIZE OF ROOM	Holght of figure	Single Relia	Yarde of Berder	Single Rells Celling	TOTAL COST ROOM COMPLETE		
8x10 ft.	8'	6	14	4	\$2.56		
9x12 ft.	8'	8	15	4	2.96		
12x12 ft.	8'	10	17	6	3.75		
12x14 ft.	8'	11	18	6	3.98		

"How To Hang Your Wall Paper"

Complete Explanation Inside Back Cover

If more paper is required please enclose sample.

"How To Order"

Complete table given
on Page 7.







Printed on the back of an actual sample of

Sun Glow

Standard Colors

A new special process has developed this wonderful color blending and embossing. The soft hued sky colors have been borrowed from the rainbow. An ultra modern decoration has been especially designed for SUN GLOW. A most beautiful border.

For Matching Berder See No. 20 on Page 2

31W180 —SIDEWALL	Per single roll (8 yards)
31W2180-BORDER	3 % inches wide; per yard
31W181 -CELLING	Per single roll (8 yards)

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS ROOM WILL COST							
SIZE OF ROOM	Holybt of Room	Single Rolls Side Walls	Yards of Border	Single Rolls Coillng	TOTAL COST ROOM COMPLETE		
8x10 ft.	8,	6	14	4	\$2.41		
9x12 ft.	8,	8	15	4	2.78		
12x12 ft.	8'	10	17	6	3.51		
12x14ft.	8'	411	18	6	3.72		
Co	Complete Table Given on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Wall paper adds so much; costs so little.

"How To Order"

Complete table given

on Page 7







Brookfield

Printed on the back of an actual sample of

Sun Tested Non-Fade

"CHIC-SMART"

And now Brookfield lends its radiant hospitality. Patterns of this type are the vogue. A beautiful background for any room—and so inexpensive. Complete the charm of your room with this floral spray of bewitching, colorful beauty. Genuine fresh flower color adds delightfulness to the border.

For Matching Booder See Me. 41 on Page 3

31W178 — SIDEWALL Per aingle rell (8 yards) 12½0
31W2178—BORDER 3 inches wide, per yard 5½0
31W179 — CEILING To match, per single roll (8 yards) 12½0

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1713 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

SIZE OF ROOM	Solght of Beem	Stagis Belle Side Walle	Yarde of Border	Single Rolls Ceiling	TOTAL COST ROOM COMPLETE
8x10 ft.	8,	6	14	4	\$2.03
9x12 ft.	8'	8	15	4	2.33
12x12 ft.	8'	10	17	6	2.94
12x14 ft.	8'	11	18	6	3.12

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

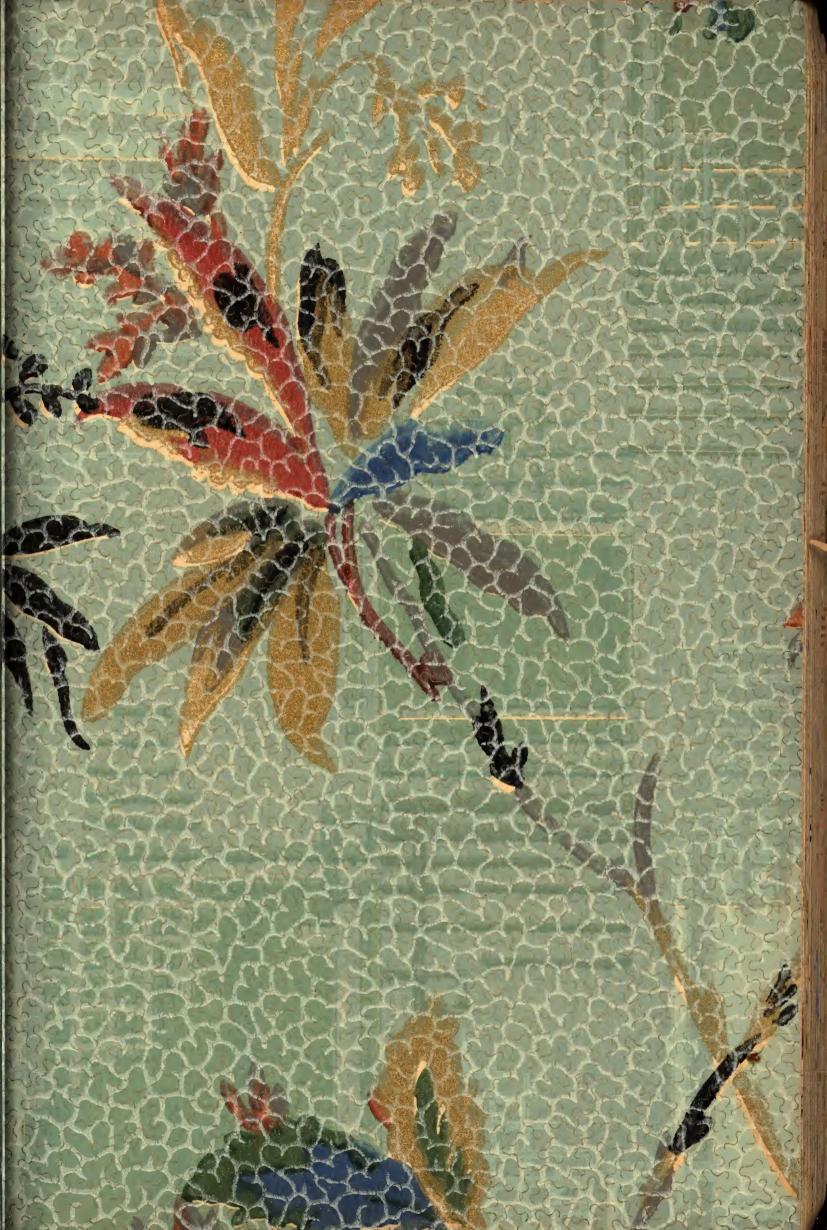
If more paper is required, please enclose sample.

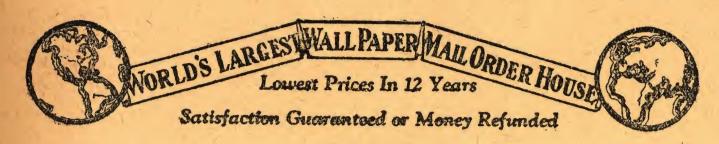
Paints

Paste

Tools

Pages 1 to 8







200

Printed on the back of an actual sample of

Modern Vogue

Standard Colors

"SAVES YOU 1/4"

The Independent makes it possible for anyone to have beautiful wall papers at a low price. Would you like to have a modern, smart hanging—just like you find in the most expensive homes? Then you owe it to yourself to try MODERN VOGUE. You can give your home this added loveliness at an amazingly low cost.

For Matching Border See No. 29 on Page 2

31W176 —SIDEWALL	Per stude roll (8 yards)	15c
31W2176—BORDER	8 Inches wide, per yard	60
31W177 -CEILING	To match, per single roll (8 yerds)	15c

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1713 Carson St.
106-108 East Ohio Sc.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS ROOM WILL COST							
SIZE OF ROOM	Height of Room	Single Rotts Side Welts	Yards of Berrier	Single Rolls Ceiling	TOTAL COST ROOM COMPLETE		
8x10 ft.	8,	6	14	4	\$2.34		
9x12 ft.	8,	8	15	4	2.70		
12x12 ft.	8'	10	17	6	3.42		
12x14 ft.	8,	11	18	6	3.63		
"How To Order"—Complete Table Given on Page 7							

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

It is handy to have an extra roll or two for repairing.

Paints

Paste

Tools

Pages 1 to 8

We Pay the Postage ~ We Pay the Freight

INDEPENDENT WALL PAPER CO.

40







Printed on the back of an actual sample of

Modern Art

"ULTRA MODERN"

Standard Colors

It pays to buy your wall paper from the world's largest Wall Paper Mail Order House. A similar quality of this pattern cannot be purchased for less than double at any regular retail wall paper store. Modern Art carries with it a most beautiful designed border.

For Matching Border Sec No. 21 on Page 2

31W174 —SIDEWALL Per single roll (8 yards) 19C
31W2174—BORDER 3 inches wide, per yard 6½C
31W175 —CEILING Embossed to match, per single roll (6 yards) 19C

Independent Stores
Pittsburgh:—

634 Smithfield St.

5933 Penn Ave.

1306 Carson St.

106-108 East Ohio St.

Buffalo, N. Y. (2)

McKeesport, Pa. (2)

Erie, Pa.

New Kensington, Pa.

Homestead, Pa.

Braddock, Pa.

THIS !	DM	WILL COST			
SIZE OF AOOM	Holyki of Roem	Side Walls	Yards of Berder	Shrath Reifs	TOTAL COST ROOM COMPLETE
8x10 ft.	8,	6	14	4	\$2.81
9x12 ft.	8,	8	15	4	3.26
12x12 ft.	8'	10	17	6	4.22
12x14 ft.	8'	11	18	6	4.40
Complete Table Given on Page 7					

"How To Hang Your Wall Paper"

Complete Explanation Inside Back Cover

It is hardy to have an extra roll or two for repairing,

"How To Order"
Complete table given
on Page 7

We Pay the Postage - We Pay the Freight

INDEPENDENT WALL PAPER CO.

Page 41





We Pay
The
Postage

C
Per
Single
Roll



Printed on the back of an actual sample of

Exeter

"FASHIONABLE AND LOW PRICED"

Sun Tested Non-Fading

EXETER is appealingly mingled with a shadowy foliage and a gold and embossed overprint. Should sell for at least 35c a roll. One of Independent's best values. A pretty and charming decoration is tinted to match the sidewall perfectly.

For Matching Border See No. 20 on Page 2

31W172 —SIDEWALL Per single roll (8 yards) post-paid 15C
31W2172—BORDER 3¼ inches wide, per yard, post-paid 6C
31W173 —CEILING to match, per single roll (8 yards) post-paid 15C

Independent Stores

Pittaburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.

THIS	RO	OM	W	ILL	COST	
SIZE OF ROOM	Height of Room	Single Reits Side Walls	Yards of Bereer	Single Reits Deiling	TOTAL COST ROOM COMPLETE	
8x10 ft.	8'	6	14	4	\$2.34	
9x12 ft.	8'	8	15	4	2.70	
12x12 ft,	8'	10	17	6	3.42	
12x14 ft.	8,	11	18	6	3.63	
Complete Table Given on Page 7						

"How To Hang Your Wall Paper"

Complete Explanation Inside Back Cover

Wallpaper adds so much; costs so little.

"How To Order"
Complete table given
on Page 7.







Printed on the back of an actual sample of

Arcadia

"GRACE AND CHARM"

Sun Tested Non-Fade

ARCADIA radiates and sparkles with cheer and happiness. Here we find a touch of the smart and modern. Guaranteed sun-tested and non-fading. Will give years of satisfaction. The fresh charm of the dainty wild flowers in the border is a work of art.

For Matching Border See No. 13 on Page 2

31W170 — SIDEWALL Per single roll (8 yards) 22½C
31W2170—BORDER 3 inches wide, per yard 7C
31W171 — CEILING Embossed to match, per single roll (8 yards) 19C

Independent Stores

Pitteburgh:634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THIS	RO	MO	W	LL	COST		
SIZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Border	Single Rolls Colling	TOTAL COST ROOM COMPLETE		
8x10 ft.	8,	6	14	Ą	\$3.09		
9x12 ft.	8'	8	15	4	3.61		
12x12 ft.	8'	10	17	6	4.58		
12x14 ft.	81	11	13	6	4.88		
"How To O	"How To Order"—Complete Table Given on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Wall paper adds so much; costs so little.

PAINTS
PASTE
TOOLS
Pages 1 to 8

We Pay the Postage - We Pay the Freight

INDEPENDENT WALL PAPER CO.

PITTSBURGH, PA., U. S. A.









We Pay
The
Postage

IC Per Single Roll



Printed on the back of an actual sample of

New Orchid

"MODERN—INEXPENSIVE"

Sun Tested Non-Fade

Grace one of the rooms of your home with the NEW ORCHID—chic, smart and sophisticated. Select it for that dainty bedroom and have something that will always be remembered. The Independent has never sacrificed quality for a low price. We know you will enjoy the loveliness of the border.

For Matching Border See No. 31 on Page 2

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1713 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THIS	RO	OM	MI	ILL	COST
SIZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Border	Single Roits Ceiling	TOTAL COST ROOM COMPLETE
8x10 ft.	8'	6	14	4	\$2.09
9x12 ft.	8'	8	15	4	2.40
12x12 ft.	8'	10	17	6	3.02
12x14 ft.	8'	11	18	6	3.21
"How To Order"—Complete Table Given on Page 7					

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

If more paper is required, please enclose sample.

Paints

Paste

Tools

Pages 1 to 8







Printed on the back of an actual sample of

Nu-Vogue "RICH COLOR TONES"

Standard Colors

The loveliness of a finely embroidered fabric is artistically reproduced here. Just imagine a high grade wall paper of this type selling at only 19c a roll and a typical Independent modern designing makes the decoration for NU-VOGUE genuinely attractive.

For Matching Border See No. 20 on Page 2

31W166 —SIDEWALL	Per single roll (8 yards)	19c
31W2166-BORDER	3 inches wide, per yard	61/2C
31W167 -CEILING	Embossed to match, per single roll (8 yards)	190

Independent Stores
Pittsburgh:—
634 Smithfield St.

634 Smithfield St. 5933 Penn Ave. 1306 Carson St. 106-108 East Ohio St.

Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS	RO	om	WILL COST			
SIZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Border	Single Rolls Coiling	TOTAL COST ROUM COMPLETE	
8x10 ft.	81	6	14	4	\$2.81	
9x12 ft.	8'	8	15	4	3.26	
12x12 ft.	8,	10	17	6	4.15	
12x14 ft.	8'	11	18	6	4.40	
"How To Order"—Complete Table Given on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

It is handy to have an extra roll or two for repairing.

PAINTS
PASTE
TOOLS
Pages 1 to 8





We Pay
The
Postage

C Per
Single
Roll



Printed on the back of an actual sample of

Floral Spray ESSENCE OF CHARM AND DAINTINESS

Standard Colors

Nowadays it is not difficult to correctly decorate your room. The real charm of this pattern is its cutout border, an especially attractive design that will add greatly to the beauty of your room.

For Matching Border See No. 59 on Page 3

31W164 —SIDEWALL	Per single roll (8 yards)	100
	Catout, 31/2 inches wide, per yard	5c
31W165 -CEILING	To match; per single roll (8 yards)	10c

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1713 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THIS	RO	OM	WI	ILL	COST
SIZE OF ROOM	Helght of Room	Stagto Refla	Vards of Border	Stogle Refts Ceiffing	TOTAL COST ROOM COMPLETE
8x10 ft.	8'	6	14	4	\$1.70
9x12 ft.	8'	8	15	4	1.95
12x12 ft.	8'	10	17	6	2.45
12x14 ft.	8'	11	18	6	2.60
"How To Order"—Complete Table Given on Page 7					

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Save the price of a single roll. See page No. 7.

Paints

Paste

Tools

Pages 1 to 8

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INDEPENDENT WALL PAPER CO.

46

PITTSBURGH, PA., U.S.A.





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C Per
Single
Roll



Printed on the back of an actual sample of

Gold Sheen

A REAL COLOR GALAXY

Standard Colors

All the favorites of the old-fashioned garden—lending rare and simple charm to this colorful paper. It is cheery—the cream background lending light to the darkest of interiors—and the deepertoned tan and green foliage with shadowy black leaves make it a paper most desirable for a beautiful bedroom.

For Matching Border See No. 40 on Page 3

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1713 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS ROOM			WILL COST			
SIZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Border	Single Rolls Coiling	TÓTAL COST ROOM COMPLETE	
8x10 ft.	81	6	14	4	\$2.27	
9x12 ft.	8'	8	15	4	2.63	
12x12 ft.	. 81	10	17	6	3.34	
12x14 ft.	8'	11	18	6	3.54	
"How To Order"—Complete Table Given on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Use Decoration at angle of ceiling and above baseboard.

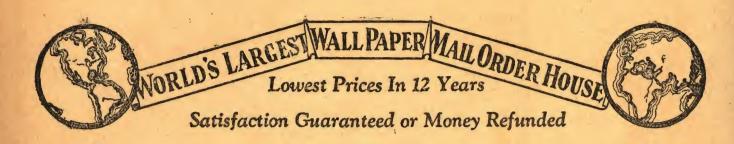
Paints

Paste

Tools

Pages 1 to 8







Romanesq

Printed on the back of an actual sample of

"QUAINTLY DISTINCTIVE"

Fast-To-Light

Modernistic floral that goes back to grandmother's cross-stitch embroidery for the shadow background design. One of the newest patterns and in colors so artistically blended as to permit its use with any furnishings. This paper and its matching border carry the "fast-to-light" Independent Gold Seal.

For Matching Border See No. 39 on Page 3

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THIS	RO	MO	MI	LL	COST
SIZE OF ROOM	Haight of Room	Single Roils Side Walls	Yards of Border	Single Rolls Ceiling	TOTAL COST ROOM COMPLETE
8x10 ft.	8,	6	14	4	\$2.02
/ 9x12 ft.	8,	8	15	4	2.33
12x12 ft.	8'	10	17	6	2.93
12x14 ft.	8,	11	18	6	3.12
"How To Order"—Complete Table Given on Page 7.					

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Wall paper adds so much; costs so little.

Paints

Paste

Tools

Pages 1 to 8





We Pay Single Postage Roll



Printed on the back of an actual sample of

CHARM AND GRACE

Standard Colors

Just different enough to be charming for the room you cherish and want to be exceptionally nice. The sparkling blue, rose and yellow flowers seem almost real. A permanently lovely pattern, especially pleasing for the bedroom. The matching border is really beautiful.

For Matching Border See No. 58 on Page 3

31W158 SIDEWALL, Per single roll (8 yards)..... 31W2158-BORDER 23/2 inches, per yard..... **5**C 31W159 -CEILING To match, per single roll (8 yards)

Independent Stores Pittsburgh:-634 Smithfield St. 5933 Penn Ave. 1713 Carson St. 106-108 East Ohio St.

Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THIS	THIS ROOM				WILL COST		
SIZE OF ROOM	Height of Roem	Single Rolls Side Walks	Yards of Border	Single Rotte Cetting	TOTAL COST ROOM COMPLETE		
8x10 ft.	8'	6	14	4	\$1.70		
9x12 ft.	8'	8	15	4	1.95		
12x12 ft.	8'	10	17	6	2.45		
12x14 ft.	8'	11	18	6	2.60		
"How To Order"—Complete Table Given on Page 7							

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

If more paper is required, please enclose sample.

Paints

Paste

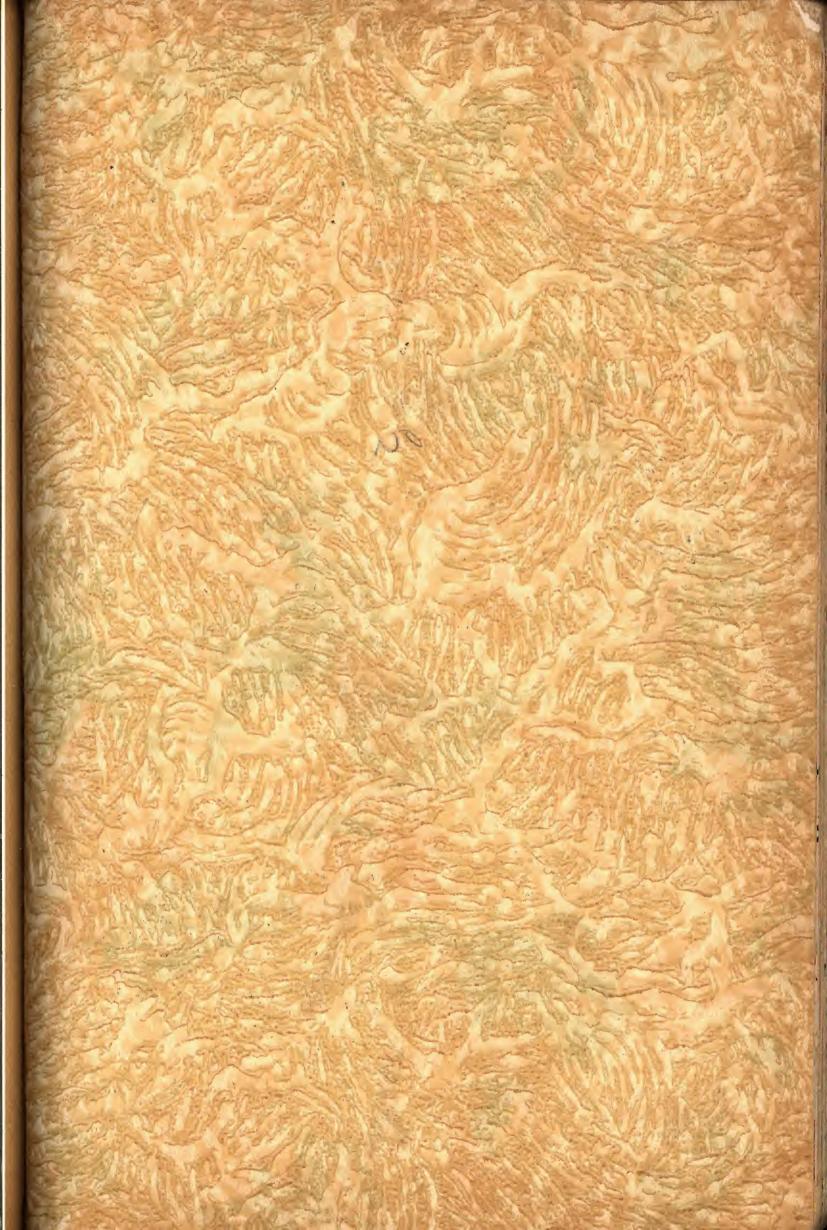
Tools

Pages 1 to 8

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INDEPENDENT WALL PAPER CO.

PITTSBURGH, PA., U. S. A.





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Printed on the back of an actual sample of

Inde Plaster

30 Inches Wide

Standard Colors

Here we present the charm and beauty of rough plaster reproduced in wall paper. The beautifully colored shadings and embossing make this design a delightful decoration for the living room, hall or dining room. The stencil-effect border is in harmonizing tones.

A Perfect Wall Paper, Rough Plaster Effect

31W156 _sidewall	Per single roll (5 yards)	15c
31W2156-BORDER	Per yard	60
31W157 -CEILING	To match, per single roll (8 yards)	15c

THIS	RO	OM	W	LL	COST
SIZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Border	Single Rolls Ceiling	TOTAL COST ROOM COMPLETE
8x10 ft.	8'	6	14	4	\$2.34
9x12 ft.	8'	8	15	4	2.70
12x12 ft.	8'	10	17	6	3.42
12x14 ft.	8'	11	18	6	3.63
"How To Order"—Complete Table Given on Page 7					

This is a 30-Inch Wide Wall Paper. Made this width to give Walls a Genuine Plaster appearance.

Please Note:—Order the same amount of 30-inch width paper as you would if it were the 20-inch width. Reason — 30-inch wide Wall Paper has only 5 yards to a single roll and 20-inch width has 8 yards to a single roll.

When you order 12 Rolls of 30-inch width, you receive 4 Triple Rolls.

When you order 11 Rolls, you receive 3 Triple Rolls and a Double Roll.





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Per
Single
Roll



Printed on the back of an actual sample of

Spring
"COLORFUL BLENDS"

Fast-To-Light

Imagine how wonderful and refreshing the appearance of a room with this delightful paper upon the wall! The silver trellis effect, entwined as it is with a vine and flower cluster bespeaks of sunshine, birds and perfume. Borders are seldom so decidedly a part of the sidewall paper as is this very unique 33/4-inch design for SPRING that completes the picture with its arbor effect.

For Matching Border See No. 57 on Page 3

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THIS	RO	OM	WILL COST		
SIZE OF ROOM	Height of Room	Single Relis	Yards of Border	Single Rolls Ceiling	TOTAL COST BCOM COMPLETE
8x10 ft.	8'	6	14	4	\$1.70
9x12 ft.	8'	8	15	4	1.95
12x12 ft.	8,	10	17	6	2.45
12x14 ft.	8,	11	18	6	2.60
"How To Order"—Complete Table Given on Page 7					

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

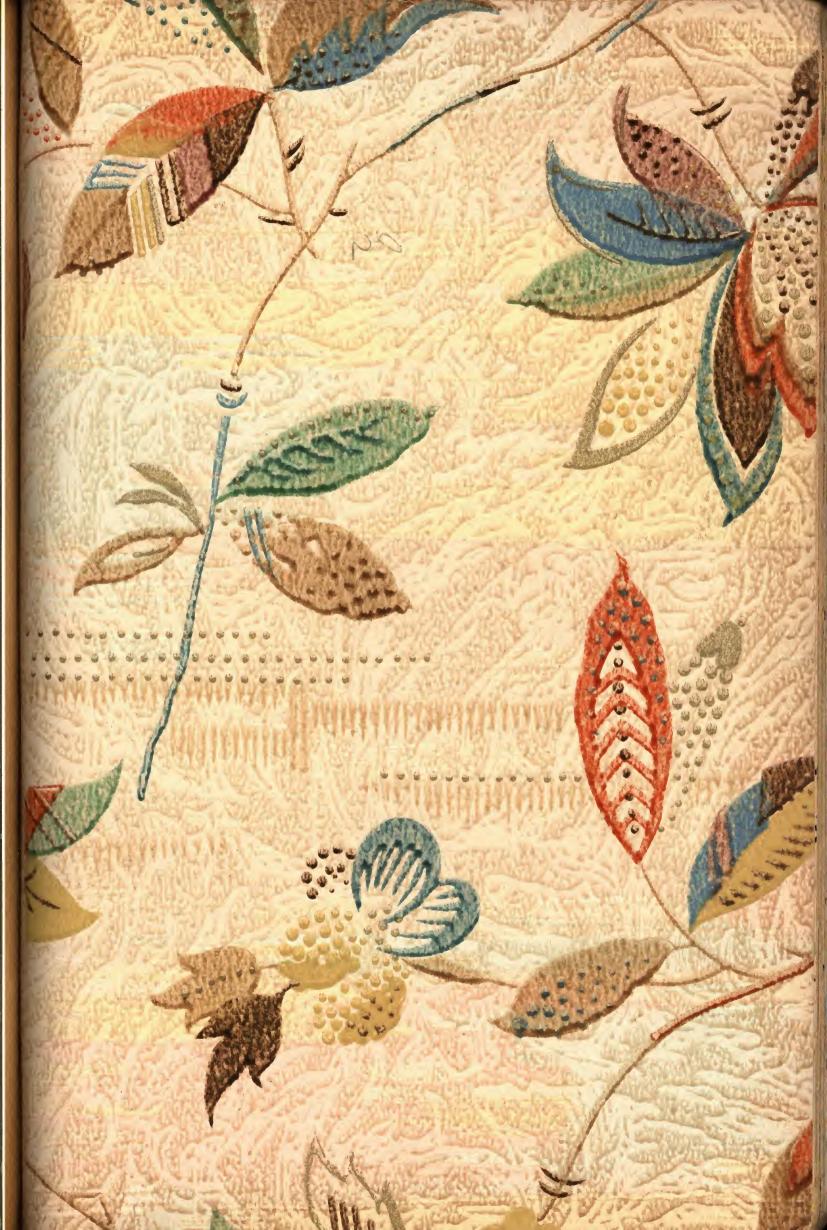
Save the price of a single roll. See page No. 7.

Paints

Paste

Tools

Pages 1 to 8





We Pay
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Single
Roll



Printed on the back of an actual sample of

Oriental

"SUBTLE-EXOTIC"

Sun Tested Non-Fade

ORIENTAL'S rainbow hued background emphasizes the colors and fanciful design of this unique paper with its distinctive gold touches. A wallpaper that is different in that its colors and pattern make it suitable for one room or all rooms and halls. Blended colors that you will not soon tire of seeing.

For Matching Border See No. 33 on Page 3

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS	THIS ROOM				WILL COST		
SIZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Berder	Single Rolls Celling	TOTAL COST ROOM COMPLETE		
8x10 ft.	8'	6	14	4	\$2.34		
9x12 ft.	8'	8	15	4	2.70		
12x12 ft.	8'	10	17	6	3.42		
12x14 ft.	81	11	18	6	3.63		
"How To Order"—Complete Table Given on Page 7							

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Use Decoration at angle of ceiling and above baseboard.

Paints

Paste

Tools

Pages 1 to 8







Printed on the back of an actual sample of

Flouret

BRIGHT AND JOYOUS

Standard Colors

In this pattern, the Independent brings you a dainty colorful floral with silver and white overprinting, making an artistic, yet inexpensive wall covering for bedrooms. Only a few rolls necessary to "make over" your bedroom.

For Matching Border See No. 56 on Page 3

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1713 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THIS ROOM WILL COST							
SIZE OF ROOM	Height of Reom	Single Rolls Side Walls	Yards of Border	Single Rolls Ceiling	TOTAL COST ROOM COMPLETE		
8x10 ft.	8,	6	14	4	\$1.70		
9x12 ft.	8,	8	15	4	1.95		
12x12 ft.	8'	10	17	6	2.45		
12x14 ft.	8'	11	18	6	2.60		
"How To Order"—Complete Table Given on Page 7							

"How To Hang Your Wall Paper"

Complete Explanation Inside Back Cover

Wallpaper adds so much; costs so little.

Paints

Paste

Tools

Pages 1 to 8





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Postage

1 2 z

Per Single Roll



Printed on the back of an actual sample of

Gledhill

"CHEERY—REFRESHING"

Sun Tested Non-Fade

The refreshing green tones combined so beautifully with the bright flowers that seemingly grow in the water-effect background, will make a room appear as a wonderful painting with the perfectly blended border to complete the picture. And remember, too, that this paper is sun tested and non-fade.

For Matching Border See No. 55 on Page 3

31W148 _SIDEWALL Per single roll (8 yards) _______ 12½c
31W2148—BORDER 2½ inches wide, per yard ______ 5c
31W149 —CEILING To match, per single roll (8 yards) ______ 12½c

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THIS ROOM WILL COST							
SIZE OF ROOM	Hoight et Room	Single Roffs Side Walls	Yards of Border	Single Rolls Celling	TOTAL COST ROOM COMPLETE		
8x10 ft.	8,	6	14	4	\$1.95		
9x12 ft.	8,	8	15	4	2.25		
12x12 ft.	8'	10	17	6	2.85		
12x14 ft.	8'		18	6	3.03		
"How To Order"—Complete Table Given on Page 7							

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

If more paper is required, please enclose sample,

Paints

Paste

Tools
Pages 1 to 8







Printed on the back of an actual sample of

Glowing Vine

Standard Colors

The artist's conception of flowering vines gracefully wending their carefree path—a truly modern wall paper at a surprisingly low price. The border is exceptionally pretty with its modernistic flowers. The INDEPENDENT saves you one-half and more.

For Matching Border See No. 38 on Page 3

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1713 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS	RO	OM	WILL COST			
SIZE OF BOOM	Height of Room	Single Rells Side Walts	Yards of Border	Stagle Reile Celling	TOTAL COST ROOM COMPLETE	
8x10 ft.	8'	6	14	4	\$1.77	
9x12 ft.	8'	8	15	4	2.03	
12x12 ft.	8'	10	17	6	2.54	
12x14 ft.	8'	11	18	6	2.69	
"How To Order"—Complete Table Given on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

It is handy to have an extra roll or two for repairing.

Paints

Paste

Took

Pages 1 to 8







Printed an the back of an actual sample of

Scenic

"ARTISTIC-NEW"

Sun Tested Non-Fade

SCENIC is one of the newest of the "picture" papers that are to be used much for first floors and halls. Combined with the jewel designed border, the entire effect is most pleasing to the eye. And you need not worry about the colors—they are guaranteed sun tested.

For Matching Border See No. 54 on Page 3

31W144 _SIDEWALL	Per single roll (8 yerds)	121/20
31W2144-BORDER	2¾ inches wide, per yard	5e
31W145 -CEILING	To match, per single roll (8 yards)	121/2C

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS ROOM WILL COST						
SIZE OF MAGE	Height at Room	Streie Refts Stde Weite	Yerds of Bordor	Single Rolin Ceilling	TOTAL COST ROOM COMPLETE	
8x10 ft.	8'	6	14	4	\$1.95	
9x12 ft.	8'	8	15	4	2.25	
12x12 ft.	8,	10	17	6	2.85	
12x14 ft.	8'	11	18	6	3.03	
Complete Table Given on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Wallpaper adds so much; costs so little.

"How To Order"
Complete table given
on Page 7





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Single
Roll



Printed on the back of an actual sample of

Ecru

"A PRIME FAVORITE"

Sun Tested Non-Fade

The bright blendings of the blues, reds and greens against neutral toned lacy background of this sun tested paper, emphasizes each color-tone and makes it distinctive and really different. There is a 4-inch perfectly matched border.

For Matching Border See No. 53 on Page 3

31W142 -SIDEWALL	Per single roll (8 yards)	10c
31W2142—BORDER	4 inches wide, per yard	5 e
31W143 -CEILING	To match, per single roll (8 yards)	IOC

Independent Stores
Pittsburgh:—
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5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS ROOM WILL COST						
8IZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Border	Single Rolls Celling	TOTAL COST ROOM COMPLETE	
8x10 ft.	8,	6	14	4	\$1.70	
9x12 ft.	8'	8	15	4	1.95	
12x12 ft.	8'	10	17	6	2.45	
12x14 ft.	8'	11	18	6	2.60	
Complete Table Given on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

If more paper is required, please enclose sample.

"How To Order"

Complete table given
on Page 7







Printed on the back of an actual sample of

Gold Vine

"ENTWINING SUNBEAMS"

Standard Colors

Values like GOLD VINE have made the Independent world famous for high-grade papers at lowest prices. A quality and a design you need not hesitate to put upon the wall of any room. Neutral, harmoniously chosen colors. The wide border has the same color tones and floral effect.

For Matching Border See No. 34 on Page 3

31W140 —SIDEWALL Per eingle roll (8 yerds) 12½C
31W2140—BORDER 4 inches wide, per yard 6C
31W141 —CEILING To match; per single roll (8 yards) 12½C

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS	RO	OM	W	LL	COST	
GIZE MP BOOM	Helght of Room	Single Rotts Side Walts	Yards of Bordor	Single Rotts Cottlag	TOTAL COST ROOM COMPLETE	
8x10 ft.	81	6	14	4	\$2.09	
9x12 ft.	8,	8	15	4	2.40	
12x12 ft.	8'	10	17	6	3.02	
12x14 ft.	8'	11	18	6	3.20	
"How To Order"—Complete Table Stven on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Save the price of a single roll. See page No. 7.

Paints

Paste

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Pages 1 to 8





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Per Single Roll



Printed on the back of an actual sample of

Nu-Tile

"DECIDEDLY DIFFERENT"

Standard Colors

A really very new idea with its plain and figured tile wall paper designs combined with a floral spray, and one which makes this hanging suitable for breakfast nooks as well as kitchen, pantry and bathroom. Colors, too, that permit of various color schemes in these rooms.

For Matching Border See No. 52 on Page 3

31W138 -SIDEWALL	Per single roll (8 yards)	loc
31W2138—BORDER	2½ inches wide, per yard	5c
31W139 -CEILING	To match, per single roll (3 yards)	Ioc

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS	RO	OM	W	ILL	COST
SIZE OF ROOM	Height of Room	Single Roffs Side Walls	Yards of Border	Single Reths Celling	TOTAL COST ROOM COMPLETE
8x10 ft.	8,	6	14	4	\$1.70
9x12 ft.	8'	8	15	4	1.95
12x12 ft.	8,	10	17	6	2.45
12x14 ft.	8'	11	18	6	2.60
"How To Order"—Complete Table Given on Page 7					

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Use Decoration at angle of ceiling and above baseboard.

Paints

Paste

Tools
Pages 1 to 8







Printed on the back of an actual sample of

Superba

Standard Colors

The modern vogue is with us, and any woman who is conscious of the style trend of today will not hesitate to select this pattern for any important bedroom. It will be the admiration of all your friends. A unique decoration has been especially designed—you will be delighted with the combination.

WORLD'S GREATEST VALUES

31W132 —SIDEWALL Per single roll (8 yards) 10C
31W2132—BORDER Per yard 6C
31W133 —CEILING To match, per single roll (8 yards) 10C

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THIS	RO	OM	WI	LL	COST
SIZE OF ROOM	Height of - Room	Single Rolls Side Walls	Yards of Border	Single Rolls Ceiling	TOTAL COST ROOM COMPLETE
8x10 ft.	8'	6	14	4	\$1.84
9x12 ft.	8'	8	15	4	2.10
12x12 ft.	8!	10	17	6	2.62
12x14 ft.	8'	11	18	6	2.78
"How To Order"—Complete Table Given on Page 7					

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Wall paper adds so much; costs so little.

Paints

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Tools

Pages 1 to 8

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INDEPENDENT WALL PAPER CO.

60

PITTSBURGH, PA., U. S. A.







Printed on the back of an actual sample of

Tiffany

A NEW NOTE OF TIFFANY

Standard Colors

If you have been looking for a plain paper with just a touch of color and warmth, you will decide immediately upon Tiffany. Plain, of course, but rich in colors, blends and overprinting. And you will enjoy the vivid modern design of the border.

For Matching Border See No. 37 on Page 3

31W128 _SIDEWALL Per single roll (8 yards) _______ 10C
31W2128_BORDER 3½ inches, Per yard _______ 5½C
31W129 -CEILING To match, per single roll (8 yards) ______ 10C

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1713 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THIS ROOM			WILL COST			
8IZE OF ROOM	Height of Room	Single Rolls	Yards of Border	Single Rolls Celling	TOTAL COST ROOM. COMPLETE	
8x10 ft.	8'	6	14	4	\$1.77	
9x12 ft.	8'	8	15	4	2.03	
12x12 ft.	8'	10	17	6	2.54	
12x14 ft.	8'	11	18	6	2.69	
"How To Order"—Complete Table Given on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

If more paper is required, please enclose sample.

Paints

Paste

Tools
Pages 1 to 8







Printed on the back of an actual sample of

Flower Garden

THE MOST PLEASING PATTERN THIS YEAR

Standard Colors

The new color combinations used give one an appreciation of restful beauty. We are frank to admit, we do not believe any artist can surpass the skill and artistry exemplified in FLOWER GARDEN. This is another great Independent value.

For Matching Border See No. 36 on Page 3

Independent Stores'
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1713 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS	RO	OM	WI	ILL	COST	
SIZE OF ROOM	Helght of Room	Single Rolls Side Walls	Yards of Border	Single Rolls Celling	TOTAL COST ROOM COMPLETE	
8x10 ft.	8,	6	14	4	61.77	
9x12 ft.	81	8	15	4	2.03	
12x12 ft.	8'	10	17	6	2.54	
12x14 ft.	8'	11	18	6	2.69	
"How To O	"How To Order"—Complete Table Given on Page 7					

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

It is handy to have an extra roll or two for repairing.

Paints

Paste

Tools

Pages 1 to 8







Per Single Roll



Printed on the back of an actual sample of

Rose Taupe

CHIC-SMART-CHARM

Standard Colors

A design that will give individual charm to any bedroom—the semi-block background is decidedly modern, and is gracefully over-printed by a most interesting naturalistic floral pattern. A unique border has been especially designed for ROSE TAUPE—you will enjoy the combination.

For Matching Border See No. 51 on Page 3

Independent Stores

Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1713 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THIS	RO	OM	WILL COST				
SIZE OF ROOM	Weight of Room	Single Redta Side Walls	Yerds of Border	Single Relia Ceiling	TOTAL COST ROOM COMPLETE		
8x10 ft.	8'	6	14	4	\$1.95		
9x12 ft.	8,	8	15	4	2.25		
12x12 ft.	8'	10	17	6	2.85		
12x14 ft.	8,	11/	18	6	3.03		
"How To O	"How To Order"—Complete Table Given on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Save the price of a single roll. See page No. 7.

Paints

Paste

Tools
Pages 1 to 8







Printed on the back of an actual sample of

Marblue

"BEAUTIFUL COLOR BLENDS"

Standard Colors

Here is the paper you have long wanted—serviceable, bright appearing but colors not easily showing soil. A real classy hanging of extra value at a ridiculously low price. The golden background is not flashy but tends to accentuate the greys, pinks, greens and blues of the design.

For Matching Border See No. 49 on Page 3

31W120 -SIDEWALL	Per single roll (8 yards)	9c
31W2120-Border	3½ inches wide, per yard	50
31W121 -CEILING	To match, per single roll (8 yards)	90

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Fa.

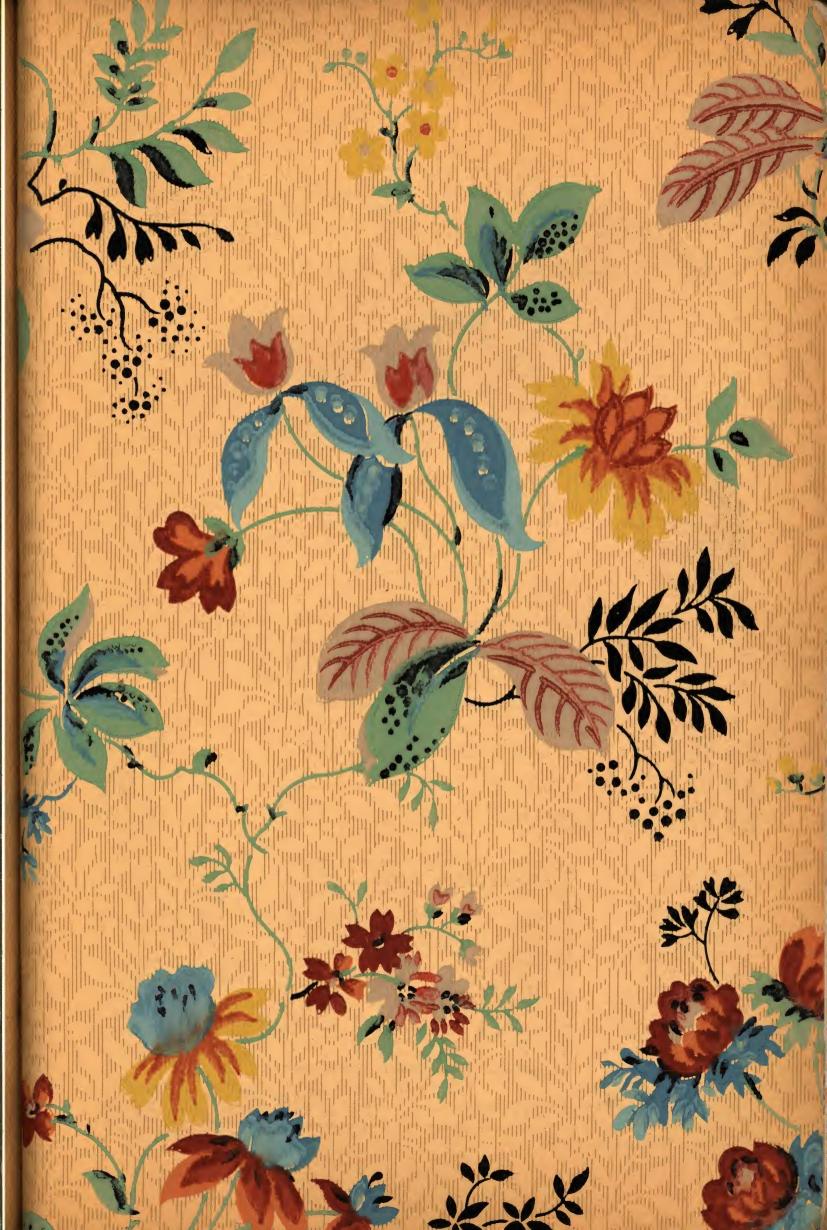
	THIS	RO	OM	WI	IL	COST	
COCCUMENTATION OF THE PARTY OF	SIZE OF ROOM	Height of Room	Single Relis	Yards of Border	Single Relia	TOTAL COST ROOM COMPLETE	
Name of Street	8x10 ft.	8,	6	14	4	\$1.60	
CONTRACTOR I	9212 14.	8,	8	15	4	1.83	
-	12x12 ft.	8,	10	17	6	2.29	
Destina	12x14 ft.	3'	11	18	6	2.43	
STATE OF THE PARTY	"How To Order"—Complete Table Given on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Wall paper adds so much; costs so little.

Paints
Paste

Tools
Pages 1 to 8







Printed on the back of an actual sample of

Yucatan

"UNUSUAL AND STRIKING"

Standard Colors

The fairy-like lace background in YUCATAN seems to emphasize the high colors of the flowers and creates a hanging most effective in any room where light wall paper is desired. The Border is in an entirely new and different design and is exceptionally wide.

For Matching Border See No. 48 on Page 3

31W118 —SIDEWALL	Per single roll (8 yards)
	4½ inches wide, per yard
31W119 -CEILING	To match, per single roll (8 yards)

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

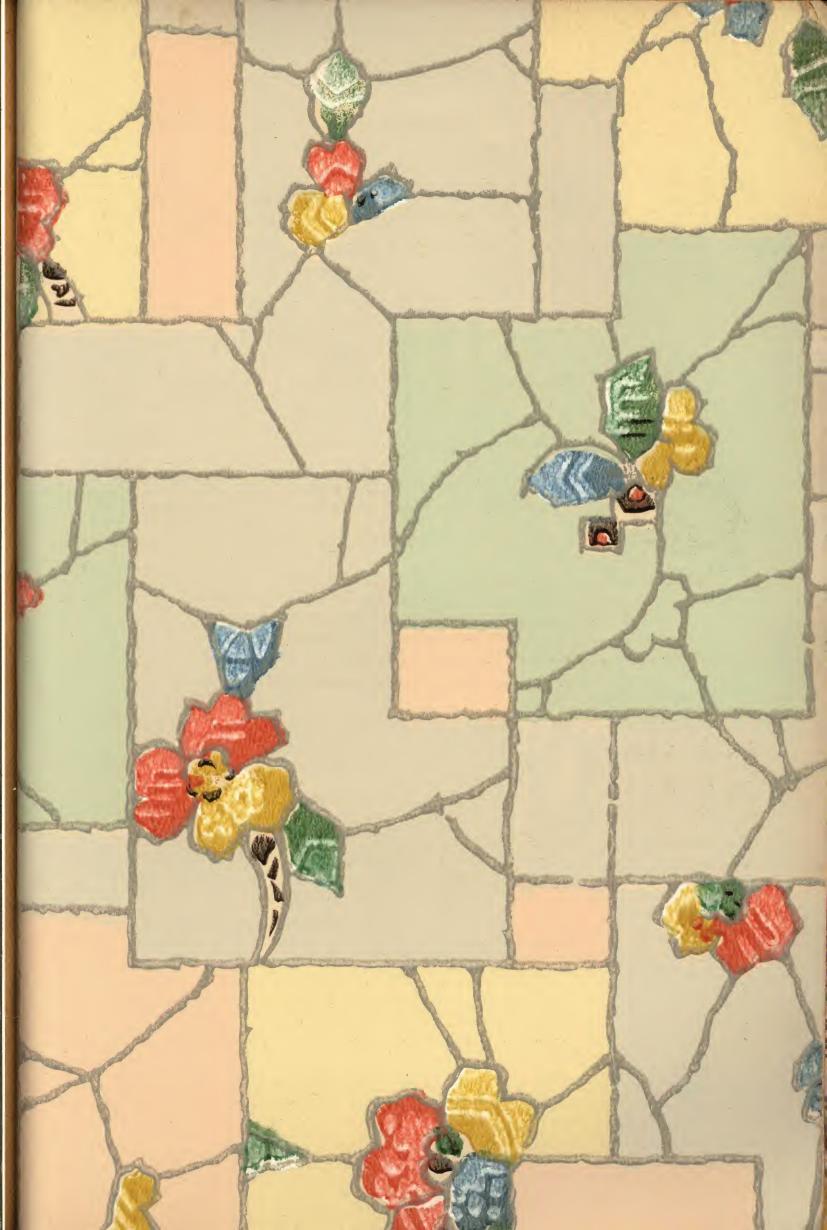
THIS	RO	om	WI	LL	COST	
SIZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Border	Single Rolls Ceiling	TOTAL COST ROOM COMPLETE	
8x10 ft.	8'	6	14	4	\$1.45	
9x12 ft.	8'	8	15	4	1.65	
12x12 ft.	8'	10	17	6	2.05	
12x14 ft.	8'	11	18	6	2.17	
Complete Table Given on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Save the price of a single roll. See page 7.

"How To Order"

Complete table given
on Page 7







Printed on the back of an actual sample of

Inde-Tile

With the Lasting Charm of an Old Mosaic

Standard Colors

Fashion says "Color in Everything," and color plays a dominant note in artistic kitchen and bathroom tiles. The attractiveness of INDE-TILE is so pronounced that we know you will immediately want it. Cheeriness radiates from this tile-effect, and you will be doubly interested when you figure the small cost.

For Matching Border See No. 47 on Page 3

31W116 —SIDEWALL	Per single roll (8 yards)	100
31W2116—BORDER	2½ inches wide, per yard	5e
31W117 -CEILING	To match, per single roll (8 yards)	IOC

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
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Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS	RO	OM	WILL COST			
SIZE OF ROOM	Hoight of	Single Rolls Side Walls	Yards of Border	Single Rolls Celling	TOTAL COST ROOM COMPLETE	
8x10 ft.	8,	6	14	4	61.70	
9x12 ft.	8'	8	15	4	1.95	
12x12 ft.	8'	10	17	6	2.45	
12x14 ft.	81	11	18	6	2.60	
"How To C	"How To Order"—Complete Table Given on Page 7					

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Wallpaper adds so much; costs so little.

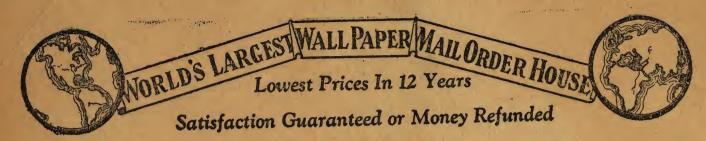
Paints

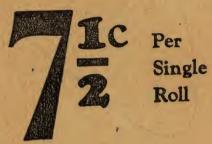
Paste

Tools

Pages 1 to 8









Printed on the back of an actual sample of

Concord

An Elegant Decoration at a New Low Price

Standard Colors

Shadowy leaves in brilliant colors distinguish this new paper. The colors are blended as only an artist can achieve—the design is truly modern and the whole effect one that predominates in the season's vogue. The opportunity for variety in general interior plans.

For Matching Border See No. 45 on Page 3

31W112	-SIDEWALL	Per single roll (8 yards)	7	1/26
31W2112		41/4 inches wide, per yard		50
31W113		To match, per single roll (8 yards)		1/20

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Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS	RO	OM	WI	LL	COST	
SIZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Border,	Single Rolls Celling	TOTAL COST ROOM COMPLETE	
8x10 ft.	-	6	14	4	\$1.45	
9x12 ft.	8'	8	15	4	1.65	
12x12 ft.		10	17	6	2.05	
12x14 ft.		11	18	6	2.18	
"How To Order"—Complete Table Given on Page 7						

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

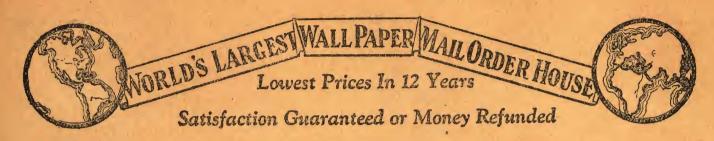
If more paper is required, please enclose sample.

Paints

Paste Tools

Pages 1 to 8





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The Postage

The Postage

The Roll



Printed on the back of an actual sample of

"CONVENTIONAL AND STYLISH"

Standard Colors

A conventional floral hanging in harmonizing colors and design that will look well in any room in the home—carries the GOLD SEAL guarantee of the Independent. The gold-edged 3½-inch border is perfectly matched.

For Matching Border See No. 62 on Page 3

31W108 -SIDEWALL	Per single roll (8 yards)
31W2108-BORDER	3½ inches wide, per yard
31W109 -CEILING	To match, per single roll (8 yards)

Independent Stores
Pittsburgh:—
634 Smithfield St.
5933 Penn Ave.
1306 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS	RO	OM	WI	LL	COST	
SIZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Sorder	Single Rolls Celling	TOTAL COST BOOM COMPLETE	
8x10 ft.	8,	6	14	4	\$1.31	
9x12 ft.	8'	8	15	4	1.50	
12x12 ft.	8'	10	17	6	1.88	
12x14 ft.	8,	11	18	6	2.00	
C	Complete Table Given on Page 7					

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Use Decoration at angle of ceiling and above baseboard.

"How To Order"
Complete table given
on Page 7







Printed on the back of an actual sample of

Floral Art

"COLORFUL_MODERN"

Gold Seal Guarantee

One of the newest ultra-modern wall hangings in the most popular, varied and high colors now in vogue. With the beautifully blended Border, FLORAL ART will make a most picturesque bedroom. The price, too, is most unusual.

For Matching Border Sco No. 43 on Page 3

31W106 —SIDEWALL	Per single rell (8 yerds)
31W2106-BORDER	3 inches wide, per yard.
31W107 -CEILING	To match, per single roll (8 yards)

Independent Stores

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106-108 East Ohio St.

Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THIS	RO	OM	WI	LL	COST	
Size of Boom	Height of Room	Single Rolls Side Walts	Yards of Border	Single Rolls Celling	TOTAL COST ROOM COMPLETE	
8x10 ft.	8,	6	14	4	\$1.45	
9x12 ft.	8,	8	15	4	1.65	
12x12 ft.	8,	10	17	6	2.05	
12x14 ft.	8'	11	18	6	2.18	
"How To C	"How To Order"—Complete Table Given on Page 7					

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Wall paper adds so much; costs so little.

PAINTS
PASTE
TOOLS
Pages 1 to 8





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Roll



Printed on the back of an actual sample of

Tapestry

Standard Colors

This striking pattern is of the popular new large open design. There is abundant life and beauty in this floral pattern with its deeply shaded foliage and strongly etched floral coloring. Use this beautiful paper in your living room, dining room or halls. A special matching ceiling adds to the attractiveness of the wall design.

The border blends with the side wall and ceiling patterns most harmoniously.

For Matching Border See No. 51 on Page 3

31W104 -	SIDEWALL	Per eingle rell (5 yesds)	2
31W2104-	BORDER	414 inches wide, Per yard	2
31W105 -	CEILING	To match, per single roll (8 yards)	2

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Pittaburgh:—
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Braddock, Pa.

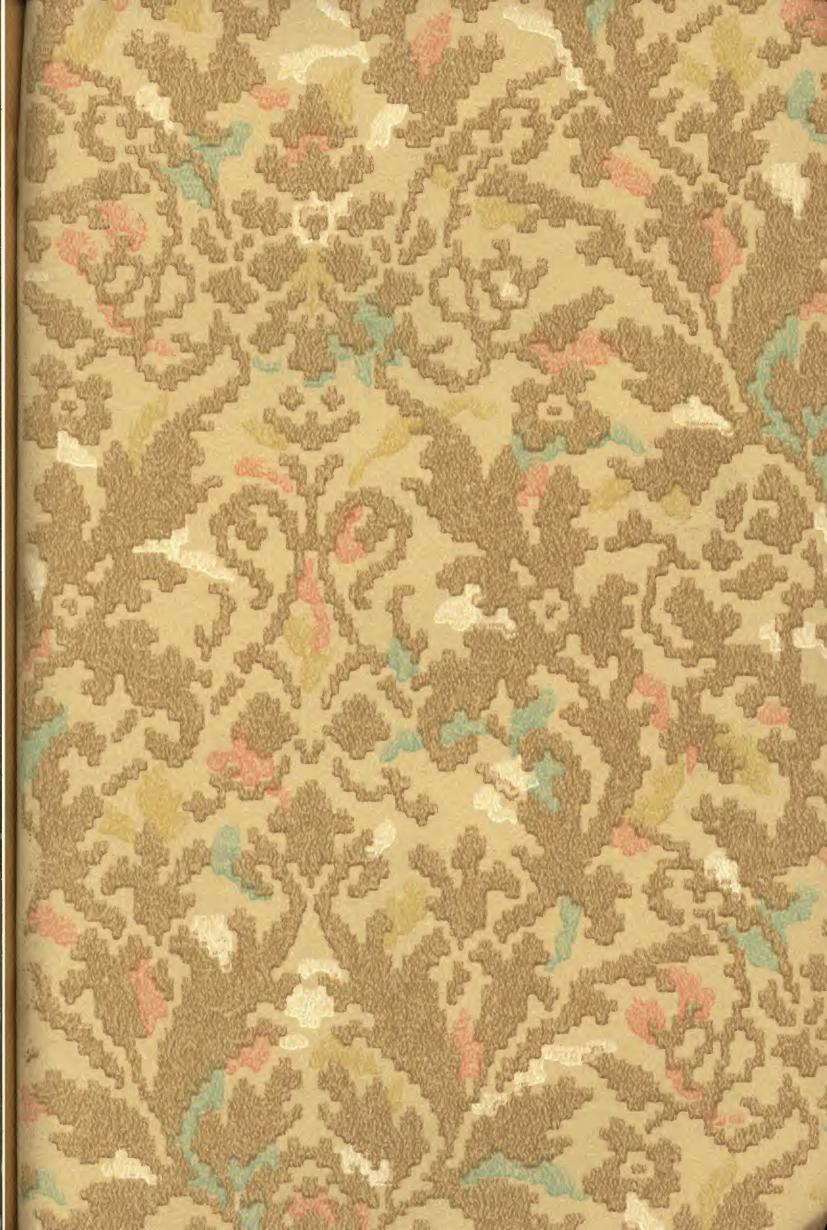
		the state		4	COST
of goom	Helipt e	Stagio R.	Yards of Bordsy	Stagle Re	TOTAL COMPLETE
8x10 ft.	8'	6	14	4	\$1.31
9x12 ft.	8,	8	15	4	1.50
12x12 ft.	8,	10	17	6	1.88
12x14 ft.	8'	11	18	6	2.00

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

If more paper is required please enclose sample.

Paints

Paste Tools
Pages 1 to 5







C Per Single Roll



Printed on the back of an actual sample of

Leader

INEXPENSIVE AND PLEASING

Standard Colors

The biggest wall paper value ever offered. Just imagine a beautiful two-toned design suitable for any room at only 4c per roll. And we don't require you to purchase a quantity of high priced border to go with this paper. A genuine bargain!

Sold With or Without Border

31W102 —SIDEWALL	Per single roll (8 yards)	4c
31W2102—BORDER	per yard	4c
31W103 -CEILING	to match, per single roll (8 yards)	4c

Independent Stores Pittsburgh:— 634 Smithfield St. 5933 Penn Ave. 1713 Carson St. 106-108 East Ohio St.

Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THIS	RO	OM	WI	LL	COST
8IZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Border	Single Rolls Ceiling	TOTAL COST ROOM COMPLETE
8x10 ft.	8'	6	14	4	\$.95
9x12 ft.	8'	8	15	4	1.08
12x12 ft.	8'	10	17	6	1.32
12x14 ft.	8'	11	18	6	1.40
"How To C	rder"-	-Comple	ete Tab	le Give	n on Page 7

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

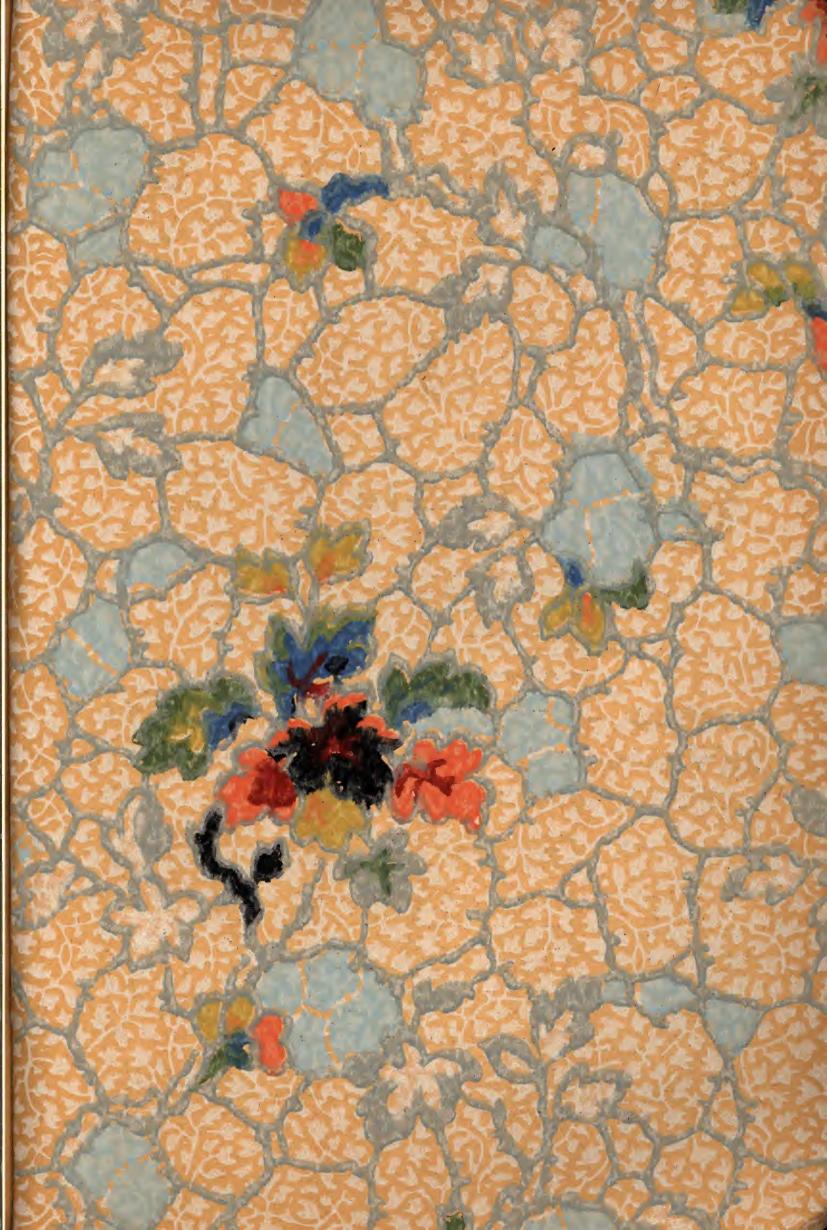
It is handy to have an extra roll or two for repairing.

Paints

Paste

Tools

Pages 1 to 8







Per Single Roll



Printed on the back of an actual sample of

Mosaic

Standard Colors

Clear and Colorful as a Rare Mosaic-A Genuine Value

A paper that will not easily soil and that is practical and service-able. There is another advantage—it is easy to hang for it requires little matching. You will especially like the flecked surface which adds a touch of brightness to the design. Finished, you will have a room of which you will be justly proud.

For Matching Border See No. 60 on Page 3

31W100 —SIDEWALL	Per single roll (8 yards)	5 e
31W2100-BORDER	3¾ inches wide, per yard	4e
31W101 -CEILING	To match, per single roll (8 yards)	50

Independent Stores

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1713 Carson St.
106-108 East Ohio St.

Buffalo, N. Y. (2) McKeesport, Pa. (2) Erie, Pa. New Kensington, Pa. Homestead, Pa. Braddock, Pa.

THIS	RO	OM	WI	LL	COST
SIZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Border	Single Rolls Ceiling	TOTAL COST ROOM COMPLETE
8x10 ft.	8'	6	14	4	\$1.06
9x12 ft.	8'	8	15	4	1.20
12x12 ft.	8'	10	17	6	1.48
12x14 ft.	8'	8 8	18	6	1.57
"How To C	rder"-	Comple	ete Tab	le Give	n on Page 7

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

Save the price of a single roll. See page No. 7.

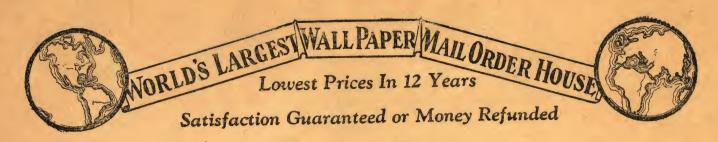
Paints

Paste

Tools.

Pages 1 to 8







Turquoise

Printed on the back of an actual sample of

A TRIPLE COATED VARNISHED TILE

Standard Colors

An outstanding and interesting wallpaper—colorful and lively. Walls as gay as this are a new idea. But a perfectly practical one. Varnished papers can be kept spotlessly clean with a damp cloth; they are far more durable than ordinary wall coverings, and they do not fade.

For Matching Border See No. 42 on Page 3

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634 Smithfield St.
5933 Penn Ave.
1713 Carson St.
106-108 East Ohio St.
Buffalo, N. Y. (2)
McKeesport, Pa. (2)
Erie, Pa.
New Kensington, Pa.
Homestead, Pa.
Braddock, Pa.

THIS ROOM WILL COST						
SIZE OF ROOM	Height of Room	Single Rolls Side Walls	Yards of Border	Single Rolls Ceiling	TOTAL COST ROOM COMPLETE	
8x10 ft.	8'	6	14	4	\$2.50	
9x12 ft.	8'	8	15	4	2.91	
12x12 ft.	8'	10	17	6	3.73	
12x14 ft.		11	18	6	3.96	
-	"How To Order"—Complete Table Given on Page 7					

"How To Hang Your Wall Paper" Complete Explanation Inside Back Cover

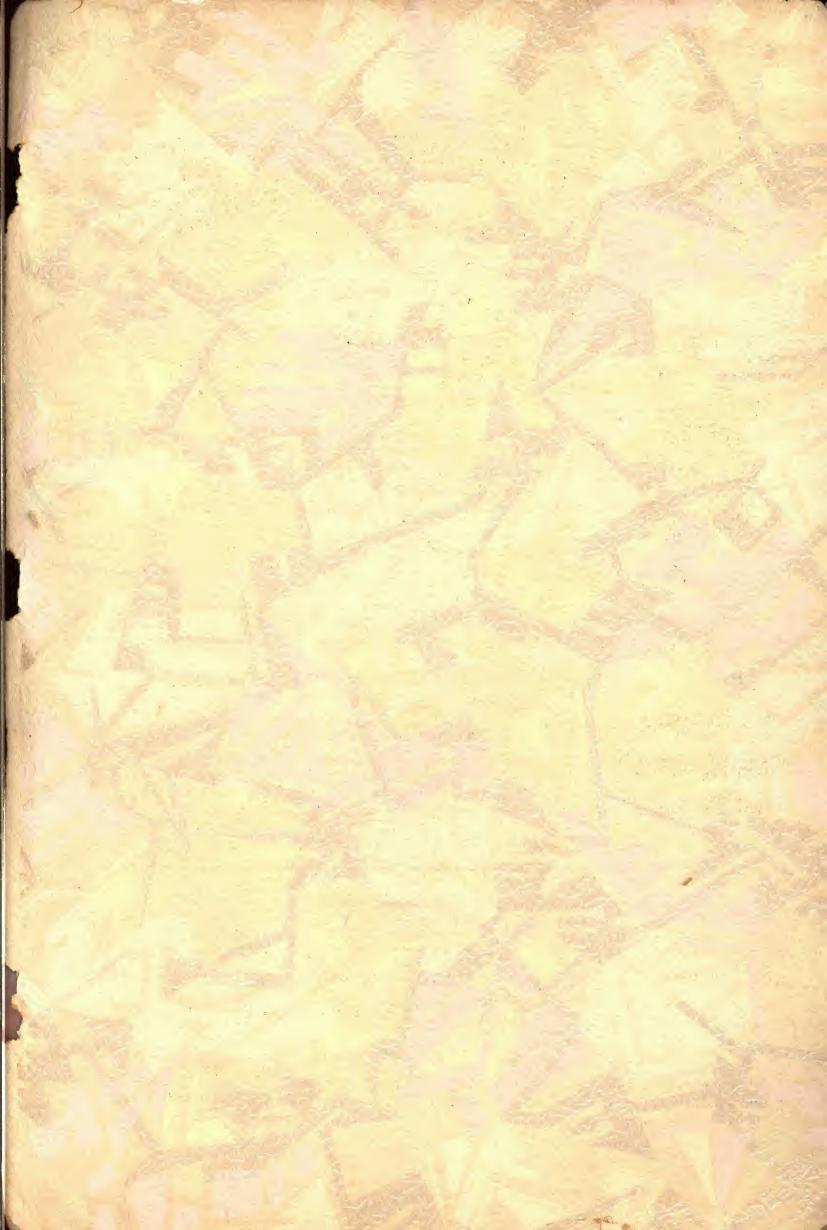
Wall paper adds so much; costs so little.

Paints

Paste

Tools

Pages 1 to 8







Printed on the back of an actual sample of

Standard Colors

Embossed Blend

MODERNISTIC CEILING

A new low price for the highest grade ceiling manufactured. Harmonizes with all types and colors of sidewalls. Similar quality elsewhere would regularly cost you twice or more what Independent charges. A genuine value.

31W263-INDEPENDENT EMBOSSED CEILING
Per single roll (8 yards)

18c

Our Exceptional WALL PAPER GUARANTEE

If, after hanging a few strips of any wallpaper purchased from us, you find you are not entirely satisfied or feel that the quality of the merchandise is not entirely as represented by us, you may return what you have left, and we will refund you the amount paid for the entire lot. We do not believe that a fairer guarantee could be offered by anyone.

INDEPENDENT WALL PAPER CO.

Independent Stores

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"How To Hang Your Wall Paper"

Complete Explanation Inside Back Cover

Save the price of a single roll. See page No. 7.

Use Decoration at angle of ceiling and above baseboard.

Wallpaper adds so much; costs so little.

If more paper is required to finish your room, please enclose sample.

It is handy to have an extra roll or two for repairing.

Paints—Paste—Tools—pages 1 to 8

Independent Stores

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INDEPENDENT WALL PAPER CO.

78

PITTSBURGH, PA., U. S. A.







We Pav Single The Roll Postage

Printed on the back of an actual sample of

Standard Colors

MODERN BLENDED CEILING

Will add freshness and beauty to any sidewall and of a heavy quality that makes it easy to hang. Nowhere else can a ceiling of this quality be purchased at such a low price. Can be used in any room. A genuine bargain in a high grade ceiling paper.

31W265 - Independent White Blended Ceiling

Per single roll (8 yards)

121/20

31W267-Independent Cream Blended Celling
Per single roll (8 yards)

121/20

STANDARD COLORS



Per Single Roll

Broken Special Mica Colling Cracked

In a choice of white or cream—this beautiful Mica Ceiling is the same quality and design we have been supplying the trade for over 15 years. No colors—just the plain tint background and mica broken glass effect overprinted. Its lustrous design makes it a hanging of artistic charm and presents a pattern most adaptable to any type room or sidewall decoration.

31 W277 - Special White Cracked Ice Mica Ceiling Per Single Roll (8 yards)

-Special Cream Cracked Ice Mica Ceiling Per Single Roll (8 yards)

Independent Stores

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"How To Hang Your Wall Paper"

Complete Explanation Inside Back Cover

Save the price of a single roll. See page No. 7. Use Decoration at angle of ceiling and above baseboard. Wallpaper adds so much; costs so little.

If more paper is required to finish your room, please enclose sample.

It is shandy to have an extra roll or two for repairing. Paints—Paste—Tools—pages 1 to 8

Independent Stores

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Per Single Roll

Standard Colors

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Silver Scroll

A most attractive and inexpensive ceiling design that can be used with any sidewall paper. You save one-half and more when you buy your wallpaper from the World's Largest Wallpaper Mail Order House.

31W269-Independent White Mice Celling
Per single roll (8 yards) 71/20 31W271-Independent Cream Mica Ceiling
Per single roll (8 yards) 71/20

STANDARD COLORS



Per Bingle Roll

Special Moire Ceiling

For those who prefer a ceiling of moire design, we are offering this very special paper at the lowest price ever quoted on such an unusual quality. Each strip is as beautiful and well designed as a piece of moire silk and will surely add charm to the room in which it is used. There is a choice of white or cream—harmonizing with any type sidewall.

31W273-White Moire

Per Single Rell (8 yards)

Cream Moire. Per Single Rell (8 yards)

Independent Stores

Pittsburgh:-634 Smithfield St. 5933 Penn Ave. 1713 Carson St. 106-108 East Ohio St.

"How To Hang Your Wall Paper"

Complete Explanation Inside Back Cover

Save the price of a single roll. See page No. 7. Use Decoration at angle of coiling and above baseboard. Wallpaper adds so much; costs so little.

(If more paper is required to finish your room, please enclose sample.

It is handy to have an extra roll or two for repairing. Paints-Paste-Tools-pages 1 to 8

Independent Stores

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How to Hang Wall Paper

Easy to do good work—No experience necessary

HOW TO PREPARE YOUR WALLS

Loose Paper—To make a good job of paper hanging remove the loose paper that is on the wall by the use of an Independent Scraper:

Plaster-For a room never papered beor after removing paper from walls, use Independent Size (see page 6).

Painted Walls-To prepare walls now painted or kalsomined, apply a solution consisting of one part ammonia and six of water, then go over it again with Independent Size.

Damp Walls-If walls are damp, apply a thin coat of Independent Shellac (see page 5), over all damp spots, then size and paper. Where the white coating on your plaster is not sufficient to withstand the moisture coming through the wall, we advise liberal use of Independ



An Independent Seam Roller (see page 6) is always advisable. Use after your paper has been on the wall a few minutes.

Always paper the ceiling first. Do not hang the border until last.

Do not paste more than two strips of paper at one time.

We suggest the ceiling paper come down onto the side wall at least two or three inches.

Cut all paper before starting.

Pasting-Use Independent Dry Paste, which ranks supreme in the American market today (see page 6). Directions for mixing are given on every package.

Always start papering away from the light, in other words if you have a southern exposure it is advisable to start papering in the most northerly part of the room.

After your paper has been cut in the proper lengths, starting first with the ceiling, then cutting the side wall and lastly your border. Turn your paper over and begin to paste.

Begin at the left end of the table, apply paste evenly on the top strip for about one-half length, fold over without creasing (see illustration No. 1). It is not necessary to use undue precaution because our wall paper is not trimmed. Hold the paper with the left hand and paste with the right hand, being sure to spread the paste evenly on the edges. After this operation is complete, paste the remainder of the length of the paper and fold toward the center the same as the first

Trimming-Wall paper should not be trimmed until it is first pasted. Paste and fold paper, then proceed to trim with either a pair of scissors or our Independent Trimmer Outfit (shown on page 6). Cut the straight line on the right hand side of the pattern. To butt paper, trim both sides. If no guide line on paper, it is better to cut into the design rather than leave the plain white sel-



Illustration No. 1



Illustration No. 2

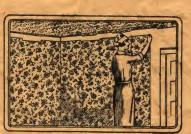


Illustration No. 3



Illustration No. 4



The Complete Room

Hanging-Using an Independent Smoothing Brush (see paper 6), paste your first strip on the ceiling, paying no attention whatever to pattern. The second strip matches the small design, and whatever remains longer than length of the ceiling, allow to continue down the side wall.

It is necessary to be careful in cut-ting your paper for the side wall. If a large conventional or set design, cut paper about 8 inches above this design, then lay the strip already cut, face up, on board, unroll the balance of paper from the roll, matching up the markings on the selvage and cutting the number of strips needed.

PAPER CEILING FIRST (See Illustration No. 2)

Take ceiling paper after it is cut, pasted, folded and trimmed, unfold the end to your right and allowing other end which is still folded to hang over your smoothing brush in your left hand. Guide paper with right hand along the angle of the ceiling at same time press paper to the ceiling with the flat of your hands as you move along. Apply smoothing brush so that there will be no blisters in the ceiling when completed. Put on the first half of the first strip, unfold the other half and continue to the end of the strip. Repeat until ceiling is papered.

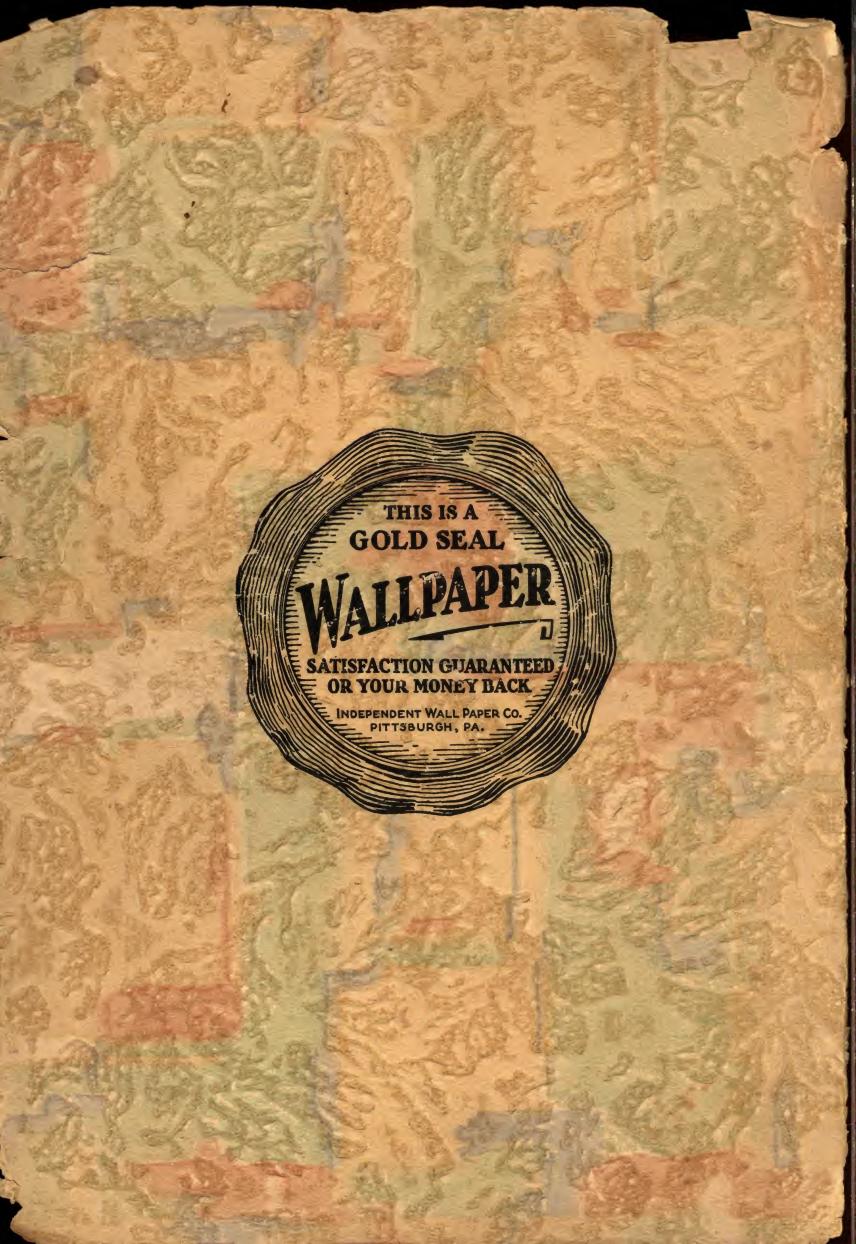
HOW TO HANG SIDE WALL (See Illustration No. 3)

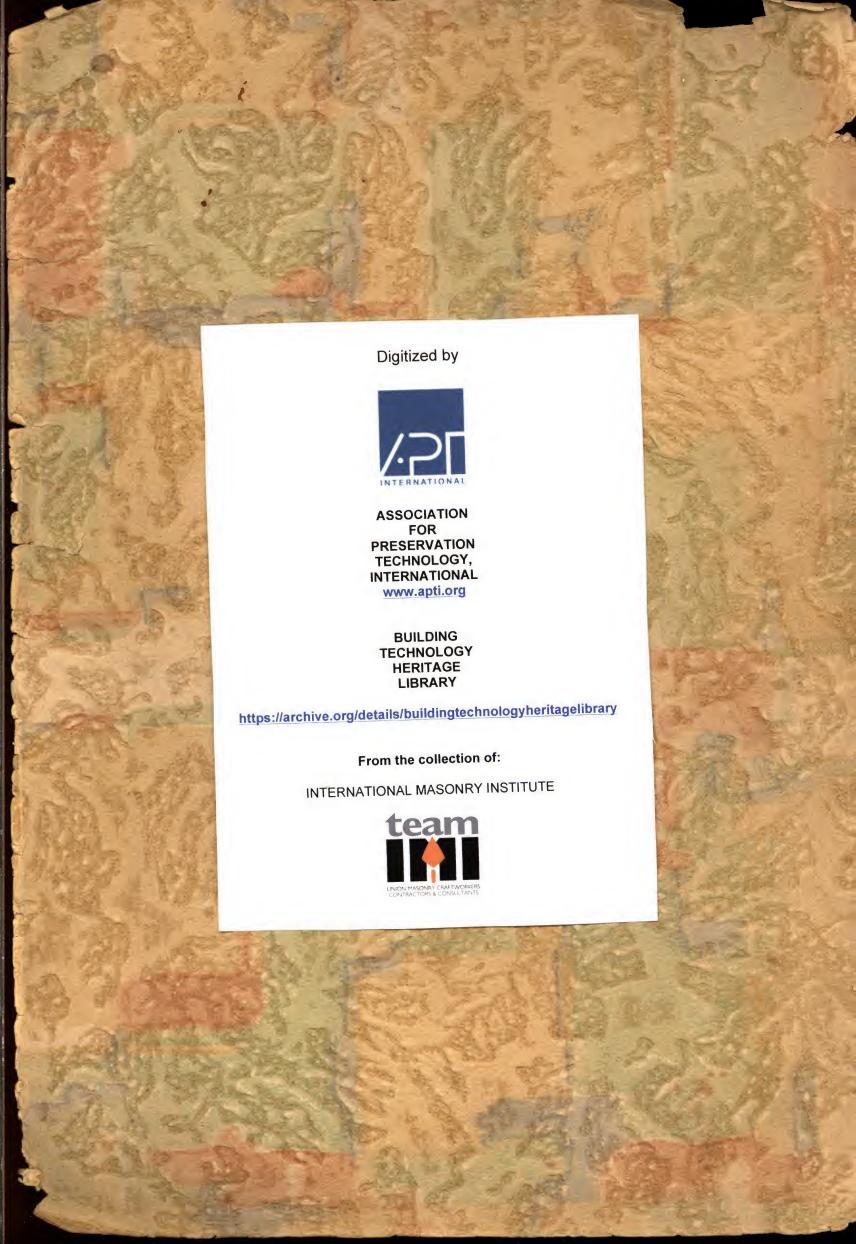
We have instructed you how to cut and paste side wall paper. It is not necessary to hang side wall all the way to the ceiling angle, allow little margin to be covered by the border. After strips of side wall are hung it will appear uneven around the top, but border will cover this. Commence at extreme corner of room opposite the light, arranging step-ladder about a foot away from wall. By starting in the corner you will hang the first piece of side wall straight. Continue around the room.

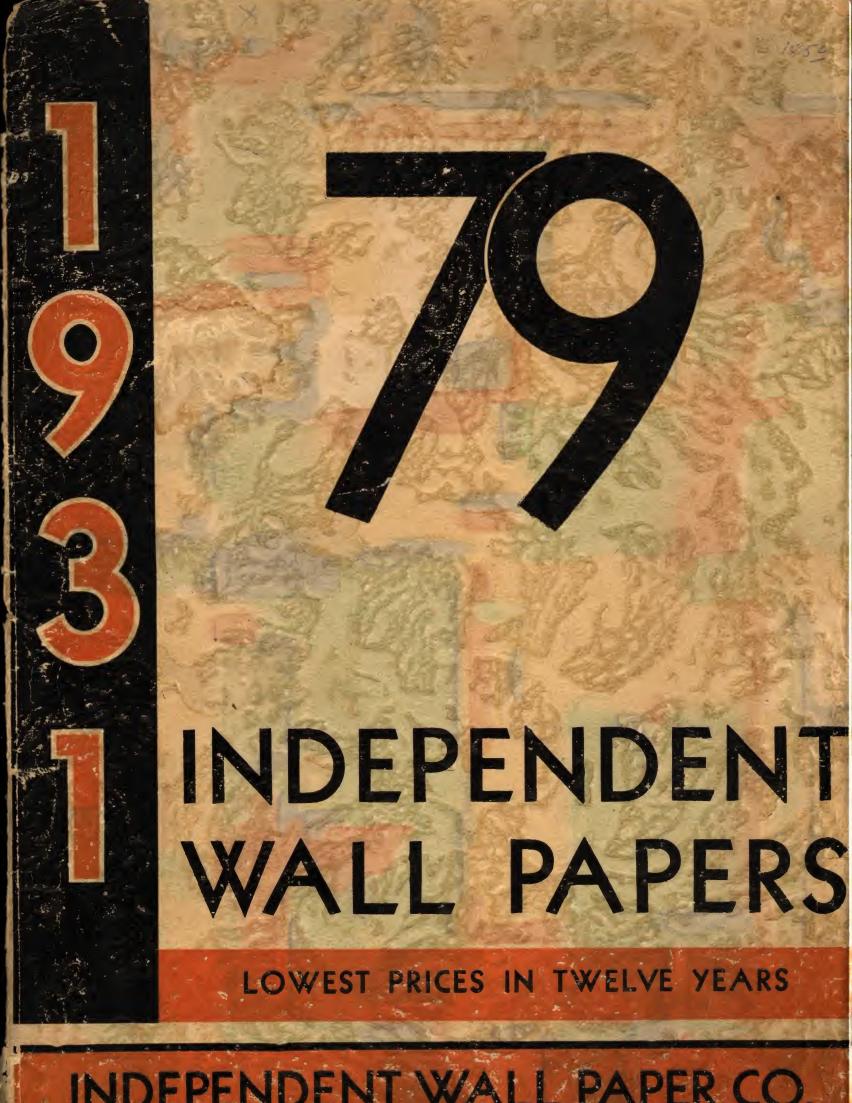
Take first strip of side wall that has been cut to the proper length, pasted, trimmed and folded, get up on the ladder, unfold the upper half, holding the paper at the top corners (see illustration No. 3). Now-properly match the pattern of your paper, allowing it to touch the wall, and apply your smoothing brush to remove blisters and to give a perfectly even surface. Where a strip is not perfectly matched after being hung, remove the strip at once and proceed over, being sure to lap the paper over far enough so that it will match perfectly.

HOW TO HANG BORDER (See Illustration No. 4)

The border is hung last. Cut it into 6 or 8 pieces. Paste, fold and trim it; take the folded strip, mount ladder and commence somewhere in center of the sidewall. Never begin hanging border







INDEPENDENT WALL PAPER CO.
PITTSBURGH, PA., U.S.A.